Western Carolina University

Degree Plan for BSBA in Marketing- Fall 2022

Typical Transfer AAS Business Administration

	Liberal Studies (42 Hours)	Transfer Credit Awarded
C1	ENGL 101 composition (3)	ENG 111
C1	ENGL 202 composition (3)	ENG 112
C2	MATH 101 Mathematical Concepts (or higher level math)	MAT 110 or 143
C3	COMM 201 Intro to Speech Communication (3)	
C4	HEAL 132, HEAL 111, or HSCC 101 (3)	
C5	Physical & Biological Sciences (6)	
	Course 1 _____	
	Course 2 _____	
P1	Social Sciences (2 different disciplines) (6)	
	Course 1 _____	BUS 110
	Course 2 _____	
P3	History (3)	
P4	Humanities (3)	*
P5	Fine & Performing Arts (3)	
P6	World Cultures (3)	*
UP	Upper Level Perspective	
	(at least I of the above categories (P1-P6) must be at the 300/400 level)	
FS	(can not be a course that is required for the major)	NA
	Freshman Seminar (3)	
	(Not required for transfer students with ≥ 15 credits, but must take another liberal studies course in any of the core or perspective categories.)	

General Electives (21-24 hours)

	BUS 153
CIS 110	BUS 225
BUS 121	BUS 240
CTS 130	
BUS 139	

This is an unofficial preliminary evaluation for review purposes only and is subject to change Official evaluations are conducted by the Registar once a student is accepted into the University. Students must take at least 30 credits from WCU at a 300 level

Ver. 7/1/2017

	Business Core 36 hours	Transfer Credit Awarded
ACCT 251	Financial Accounting- A User Perspective (3)	ACC 120
ACCT 252	Using Accounting Information for Management Decisions (3)	ACC 121
CIS 251	Managing Enterprise Information Systems (3)	
ECON 231	Introductory Microeconomics & Social Issues (3)	ECO 251
ECON 232	Introductory Macroeconomics & Social Issues (3)	ECO 252
FIN 305	Financial Management (3)	
Law 230	Legal & Ethical Environment of Business (3)	BUS 115
MGT 300	Introduction to Management (3)	BUS 137
MGT 404	Strategic Management (3)	
MKT 201	Marketing Planning & Strategy (3)	MKT 120
QA 305	Introduction to Management Science (3)	
MATH 170	Applied Statistics (3)	
OR		
QA 235	Business Statistics (3)	

Major Requirements (21)

MKT 310	Consultative Selling (3)	
MKT 406	Social Media Marketing (3)	
5 Additional Marketing Electives (15 hours) at the 300-400 Level		

* Depends on HUM/ART Elective taken

Approximately 57 credits transfer