

**Suggested Course Sequence – Business Marketing Two Plus Two
Proposal Between
Southern West Virginia Community & Technical College
and West Virginia State University Bachelor of Science Degree in
Business Administration with a Concentration in Marketing**

<u>Southern</u>	<u>WVSU</u>	<u>Credit</u>
<u>First Semester</u>		
EN 101	English 101	3 hours
MT 130	Math 101	3 hours
SO 200	SOC 101	3 hours
BU 100	elective	3 hours
CS 116	elective	2 hours
CS 118	elective	<u>2</u> hours
		16 hours
<u>Second Semester</u>		
EN 102	English 102	3 hours
SP 103	COMM 100	3 hours
PY 201	elective	3 hours
EC 241	ECON 201	3 hours
AC 111	BA 215	3 hours
MK 270	BA 305	<u>3</u> hours
		18 hours
<u>Third Semester</u>		
EC 242	ECON 202	3 hours
BU 205	ENGL 204	3 hours
AC 112	BA 216	3 hours
BU 230	BA 203	3 hours
MG 261	elective	3 hours
MK 272	elective	<u>3</u> hours
		18 hours
<u>Fourth Semester</u>		
BU 207	BA 210	3 hours
FN 231	BA 313	3 hours
MK 271	elective	3 hours
MK 273	elective	3 hours
MK 274	elective	<u>3</u> hours
		15 hours

<u>WVSU</u>	<u>Course</u>	<u>Credit</u>
<u>Fifth Semester</u>		
GED 200	Race, Gender & Human Identity	3 hours
HIST 201 or 202	World History	3 hours
GED International Perspectives		3 hours
BA 301	Fundamentals of Management	3 hours
BA 209	Math Analysis	3 hours
BA 305	Consumer Behavior	<u>3</u> hours
		18 hours
<u>Sixth Semester</u>		
GED International Perspectives		3 hours
GED Science		3-4 hours
GED Fine Arts		3 hours
BA 310	Personnel Management	3 hours
BA 304	Statistical Analysis	3 hours
BA 405	Marketing Communications	<u>3</u> hours
		18-19 hours
<u>Seventh Semester</u>		
HHP 122 or 157	Fitness for Living or Healthy Living	2 hours
GED Science		3-4 hours
GED Fine Arts		3 hours
Economics	300/400 elective	3 hours
BA 309 or 333 or 411 or 460	Marketing Elective	3 hours
BA 436	Marketing Research	<u>3</u> hours
		17-18 hours
<u>Eighth Semester</u>		
ENGL 150	Introduction to Literature	3 hours
GED American Traditions		3 hours
BA 424	Marketing Management	3 hours
BA 309 or 333 or 411 or 460	Marketing Elective	3 hours
BA 420	Senior Seminar	<u>3</u> hours
		15 hours
Required for Graduation		128 hours
From Southern	67 hours	
From WVSU	69 hours	