This program map is intended ONLY as a guide for students to plan their course of study. It does NOT replace any information in the Undergraduate Catalog, which is the official guide for completing degree requirements.
### Year 1

**Term 1: Fall**

- **A1:** ENGL 1101  
  English Composition I  
  3 credits

- **A2:** MATH 1111 OR 1113  
  College Algebra or Precalculus  
  3 credits

- **B2:** XIDS 2002  
  (Recommended) First-Year Seminar Course  
  2 credits

- **F:** ECON 2106  
  Principles of Microeconomics  
  3 credits

- **F:** CISM 2201  
  Foundations of Computer Applications  
  3 credits

**Milestones:**
- Complete ENGL 1101 C or better.
- Complete MATH 1111 or MATH 1113 with C or higher.

**Term 2: Spring**

- **A1:** ENGL 1102  
  English Composition II  
  3 credits

- **E2:** HIST 2111 OR 2112  
  US History  
  3 credits

- **D2:** MATH 1413  
  Survey of Calculus  
  3 credits

- **F:** ECON 2105  
  Principles of Macroeconomics  
  3 credits

- **F:** SCIENCE + LAB  
  4 credits

**Milestones:**
- Complete ENGL 1102 C with C or higher.
- Complete Lab Science & Area D2 Math.
- Earn at least 30 total credit hours after year 1.
- Complete CISM 2201, ECON 2105 & 2106 after year 1.

14 FALL CREDIT HOURS + 16 SPRING CREDIT HOURS = 30 CREDIT HOURS

### Year 2

**Term 1: Fall**

- **E3:** POLS 1101  
  American Government  
  3 credits

- **F:** ACCT 2101  
  Principles of Accounting I  
  3 credits

- **C2:** HUMANITIES  
  3 credits

- **D1:** NON-LAB SCIENCE  
  3 credits

- **B1:** ORAL COMMUNICATION  
  3 credits

**Milestones:**
- Complete non-Lab Science.
- Earn 2.00 GPA or above in Core F Major Specific Courses.
- Major Status Achieved: Complete ENGL 1101, MATH 1111 or 1113, MATH 1413, ACCT 2101, ECON 2105 or ECON 2106, have a minimum 2.00 GPA with at least 45 earned credit hours.

**Term 2: Spring**

- **F:** ACCT 2102  
  Principles of Accounting II  
  3 credits

- **E1:** HIST 1111 OR 1112  
  World History  
  3 credits

- **E4:** SOCIAL SCIENCE  
  3 credits

- **G1:** FINE ARTS  
  3 credits

- **APPROVED ELECTIVE**  
  3 credits

**Milestones:**
- Complete Core A-F.
- Earn 2.00 GPA or above in Core F Major Specific Courses.
- Earn at least 60 total credit hours after year 2.
- PWLA Courses will not apply towards electives.

15 FALL CREDIT HOURS + 15 SPRING CREDIT HOURS = 30 CREDIT HOURS

**Key**
- Color: Core Area and Credit Hours
- Color: Approved RCOB and Elective Courses
- Color: Marketing Selectives: MKTG 3801, MKTG 3805, MKTG 3809, MKTG 3810, MKTG 3819, MKTG 4805, MKTG 4808, MKTG 4823, MKTG 4831, MKTG 4861, MKTG 4866, MKTG 4868, MKTG 4884 or MKTG 4885
## Year 3

### Term 1: Fall

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Name</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>BUSA 2106</td>
<td>Legal and Ethical Environment of Business</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 3803</td>
<td>Principles of Marketing</td>
<td>3</td>
</tr>
<tr>
<td>FINC 3511</td>
<td>Corporate Finance</td>
<td>3</td>
</tr>
<tr>
<td>ABED 3100</td>
<td>Business Communication</td>
<td>3</td>
</tr>
<tr>
<td>ECON 3402</td>
<td>Statistics for Business I</td>
<td>3</td>
</tr>
</tbody>
</table>

**Milestones:**
- Earn 2.00 GPA or above in Business Core.
- Earn 2.00 GPA or above in Major Courses.
- Only one grade of “D” allowed in Major Courses.
- Earn at least 90 total credit hours after year 3.

### Term 2: Spring

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Name</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>MGNT 3600</td>
<td>Management</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 3808</td>
<td>Business Research</td>
<td>3</td>
</tr>
<tr>
<td>ECON 3406</td>
<td>Statistics for Business II</td>
<td>3</td>
</tr>
<tr>
<td>MARKETING SELECTIVE</td>
<td></td>
<td>3</td>
</tr>
<tr>
<td>MARKETING SELECTIVE</td>
<td></td>
<td>3</td>
</tr>
</tbody>
</table>

**Milestones:**
- Earn 2.00 GPA or above in Business Core.
- Earn 2.00 GPA or above in Major Courses.
- Only one grade of “D” allowed in Major Courses.
- Earn at least 120 total credit hours after year 4.

## Year 4

### Term 1: Fall

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Name</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>MKTG 4864</td>
<td>Consumer Behavior</td>
<td>3</td>
</tr>
<tr>
<td>CISM 3330</td>
<td>Management of Information Systems</td>
<td>3</td>
</tr>
<tr>
<td>INTERNATIONAL SELECTIVE</td>
<td></td>
<td>3</td>
</tr>
<tr>
<td>MARKETING SELECTIVE</td>
<td></td>
<td>3</td>
</tr>
<tr>
<td>MARKETING SELECTIVE</td>
<td></td>
<td>3</td>
</tr>
</tbody>
</table>

**Milestones:**
- Earn 2.00 GPA or above in Business Core.
- Earn 2.00 GPA or above in Major Courses.
- Only one grade of “D” allowed in Major Courses.
- PWLA courses will not apply towards electives.
- International Selective options: FINC 4521, ECON 4450, MGNT 4625, or MKTG 4866

### Term 2: Spring

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Name</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>MGNT 3615</td>
<td>Operations Management</td>
<td>3</td>
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<tr>
<td>MKTG 4870</td>
<td>Marketing Management</td>
<td>3</td>
</tr>
<tr>
<td>MGNT 4660</td>
<td>Strategic Management</td>
<td>3</td>
</tr>
<tr>
<td>APPROVED RCOB ELECTIVE</td>
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<td>3</td>
</tr>
<tr>
<td>APPROVED RCOB ELECTIVE</td>
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<td>3</td>
</tr>
</tbody>
</table>

**Milestones:**
- Earn 2.00 GPA or above in Business Core.
- Earn 2.00 GPA or above in Major Courses.
- Only one grade of “D” allowed in Major Courses.
- PWLA courses will not apply towards electives.
- International Selective options: FINC 4521, ECON 4450, MGNT 4625, or MKTG 4866
- RCOB Elective must be a three-credit hour additional Business course. PWLA courses will not apply towards electives.
- MGNT 4660 prerequisites include ACCT 2101, ACCT 2102, BUSA 2106, CISM 2201, ECON 2105, ECON 2106, ECON 3402, FINC 3511, MGNT 3600, and MKTG 3803.
- Earn at least 120 total credit hours after year 4.
<table>
<thead>
<tr>
<th>CRUSH YOUR COURSEWORK</th>
<th>FIND YOUR PLACE</th>
<th>BROADEN YOUR PERSPECTIVES</th>
<th>CONNECT OFF-CAMPUS</th>
<th>TAKE CARE OF YOURSELF</th>
<th>PAVE YOUR PATH</th>
</tr>
</thead>
<tbody>
<tr>
<td>READY</td>
<td>SET</td>
<td>GO</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**FIRST YEAR**
- Take a cornerstone course with Richards College business faculty and explore various business topics
- Begin the Area F coursework for business majors
- Apply for scholarships
- Explore diversity, equity and inclusion opportunities across campus
- Check out the education abroad office
- Explore resources available in the Stone Center for Family Business, Entrepreneurship, & Innovation
- Visit Wolves Vote to learn about the voting process and registration
- Consider volunteering for a community organization
- Complete an internship in your field
- Consider a summer or part-time job
- Ask your department about networking opportunities with alumni
- Take a fitness class, climb the rock wall, or join an intramural team
- Consider whether counseling is right for you: take a mental health screening
- Take a personal finance class: FINC 3501 or ECON 3400
- Complete a self-assessment to see what careers and majors are right for you
- Visit Office of Career and Graduate School Connections
- Create your profile on Handshake and LinkedIn
- Consider applying for an on-campus job

**MIDDLE YEARS**
- Complete the Richards College business core classes
- Stay on track in chosen major and meet with your academic advisor and faculty
- Explore concentrations, certificate programs, and research opportunities in the college
- Apply for scholarships
- In a student organization? Suggest you all complete an implicit bias workshop
- Consider a study abroad program. Check out students’ stories of their experiences
- Build relationships with faculty/staff and establish your network
- Complete an internship in your field
- Consider a summer or part-time job
- Ask your department about networking opportunities with alumni
- Take a fitness class, climb the rock wall, or join an intramural team
- Consider whether counseling is right for you: take a mental health screening
- Take a personal finance class: FINC 3501 or ECON 3400
- Develop your time management skills and explore ways to have work/life balance
- Develop a post-graduation exercise plan
- Explore your loan repayment options and complete your exit counseling.

**LAST YEAR**
- Take the capstone course for all business majors: MGNT 4660
- Complete all major courses, major selects, and approved electives
- Explore concentrations, certificate programs, and research opportunities in the college
- Apply for graduation
- Explore leadership opportunities in student clubs and/or campus organizations
- Find opportunities to mentor other students
- Seek mentors in your area of interest through faculty, staff, and alumni
- Ask for advice from professionals in your field of interest
- Explore career shadowing opportunities
- Attend an academic conference with a faculty member and participate in a research presentation
- Develop your time management skills and explore ways to have work/life balance
- Develop a post-graduation exercise plan
- Explore your loan repayment options and complete your exit counseling.

- Request references from professors and supervisors
- Draft your resume and cover letter and attend career workshops
- Attend career fairs at UWG
- Engage with UWG alumni
- Apply for graduate programs
- Apply for full-time jobs before graduation
CAREERS
WHERE CAN YOU GO WITH THIS DEGREE?

COPYWRITER
EVENT MANAGER
FUNDRAISER
MARKETING ASSISTANT
MARKETING EXECUTIVE
MEDIA BUYER
MEDIA PLANNER
PUBLIC RELATIONS SPECIALIST
SALES REPRESENTATIVE
SOCIAL MEDIA MANAGER