ABOUT THE MAJOR

The Department of Marketing offers a Bachelor of Business Administration (BBA) degree in Marketing. This degree prepares students for a wide range of careers in Marketing, including Brand/Product Management; Sales Promotion; Sales Management; Personal Selling; Advertising; Public Relations; Retailing; Direct Marketing; International Marketing; and Marketing Research, as well as to pursue further studies at the graduate level.

ABOUT THIS MAP

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. Use this map to help plan and guide your experience at UWG, including academic, co-curricular, and discovery opportunities. Everyone’s experience is different and activities in this map are suggestions. Always consult with your advisors whenever possible for new opportunities and updates.

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

60
CORE CREDIT HOURS

51
MAJOR CREDIT HOURS

9
ELECTIVE CREDIT HOURS

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HAS A QUESTION?
CHECK IN WITH YOUR ADVISOR!

VISIT WOLFWATCH FOR MORE INFORMATION.
### YEAR 1

**TERM 1: FALL**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>C1: ENGL 1101</td>
<td>English Composition I</td>
<td>3</td>
</tr>
<tr>
<td>M: MATH 1111 OR 1113</td>
<td>College Algebra or Precalculus</td>
<td>3</td>
</tr>
<tr>
<td>I2: XIDS 2002</td>
<td>Recommended First-Year Seminar</td>
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<tr>
<td>F: ECON 2106</td>
<td>Principles of Microeconomics</td>
<td>3</td>
</tr>
<tr>
<td>F: CISM 2201</td>
<td>Foundations of Computer Applications</td>
<td>3</td>
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</tbody>
</table>

**MILESTONES:**
- Complete ENGL 1101 with C or Better
- Complete MATH 1111 or MATH 1113 with C or Higher

**CRUSH YOUR COURSEWORK**
- 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.

**FIND YOUR PLACE**
- Explore diversity, equity, and inclusion resources and opportunities across campus.
- Check out the education abroad office.
- Explore resources available in the Stone Center for Family Business, Entrepreneurship, & Innovation.

**BROADEN YOUR PERSPECTIVES**
- American Government

**CONNECT OFF-CAMPUS**
- Visit Wolves Vote to learn about the voting process and registration.
- Consider volunteering for a campaign or organization in your community.

**TAKING CARE OF YOURSELF**
- 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.

**TERM 2: SPRING**

<table>
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<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credit Hours</th>
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<tbody>
<tr>
<td>C2: ENGL 1102</td>
<td>English Composition II</td>
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<tr>
<td>T3: MATH 1413</td>
<td>Survey of Calculus</td>
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</tr>
<tr>
<td>P1: HIST 2111 OR 2112</td>
<td>US History</td>
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</tr>
<tr>
<td>F: ECON 2105</td>
<td>Principles of Macroeconomics</td>
<td>3</td>
</tr>
<tr>
<td>T1: SCIENCE + LAB</td>
<td></td>
<td>4</td>
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</tbody>
</table>

**MILESTONE:**
- Complete ENGL 1101 with C or Higher
- Complete MATH 1111 or MATH 1113 with C or Higher
- 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**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credit Hours</th>
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<tbody>
<tr>
<td>P2: POLS 1101</td>
<td>American Government</td>
<td>3</td>
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<tr>
<td>F: ACCT 2101</td>
<td>Principles of Accounting I</td>
<td>3</td>
</tr>
<tr>
<td>A: HUMANITIES</td>
<td></td>
<td>3</td>
</tr>
<tr>
<td>I1: ORAL COMMUNICATION</td>
<td></td>
<td>3</td>
</tr>
<tr>
<td>T2: NON-LAB SCIENCE</td>
<td></td>
<td>3</td>
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</tbody>
</table>

**MILESTONES:**
- Complete Area F major specific courses
- Earn 2.00 GPA or above in Area F major specific courses

**CRUSH YOUR COURSEWORK**
- Get involved in student clubs and organizations.
- Become a Richards College Student Ambassador.
- Visit the Office of Career and Graduate School Connections.
- Explore undergraduate research with faculty.

**FIND YOUR PLACE**
- In a student organization? Suggest 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.

**BROADEN YOUR PERSPECTIVES**
- Complete an internship in your field.
- Consider a summer or part-time job.
- Ask your department about networking opportunities with alumni.

**CONNECT OFF-CAMPUS**
- 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.

**TAKING CARE OF YOURSELF**
- Draft your resume and attend a resume and interview workshop.
- Learn about how to network on social media and update your Handshake profile.
- Take business communications: AEED 3100.
- Visit the graduate school to find out about graduate program and admission requirements.

**APPROVED ELECTIVE**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
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<td>S1: HIST 1111 OR 1112</td>
<td>World History</td>
<td>3</td>
</tr>
<tr>
<td>F: ACCT 2102</td>
<td>Principles of Accounting I</td>
<td>3</td>
</tr>
<tr>
<td>A: HUMANITIES</td>
<td></td>
<td>3</td>
</tr>
<tr>
<td>S2: SOCIAL SCIENCE</td>
<td></td>
<td>3</td>
</tr>
</tbody>
</table>

**MILESTONES:**
- Complete Science core IMPACTS
- Earn 2.00 GPA or above in Area F major specific courses
- Earn at least 60 total credit hours after Year 2

15 FALL CREDIT HOURS + 15 SPRING CREDIT HOURS = 30 CREDIT HOURS
### YEAR 3

**TERM 1: FALL**

- **F: BUSA 2106**
  - Legal and Ethical Environment of Business
  - 3 CREDIT HOURS

- **MKTG 3803**
  - Principles of Marketing
  - 3 CREDIT HOURS

- **FINC 3511**
  - Corporate Finance
  - 3 CREDIT HOURS

- **ABED 3100**
  - Business Communication
  - 3 CREDIT HOURS

- **ECON 3402**
  - Statistics for Business I
  - 3 CREDIT HOURS

**MILESTONES:**
- Earn 2.00 GPA or above in Business Core
- Earn at least 90 total credit hours after Year 3

**TERM 2: SPRING**

- **MGNT 3600**
  - Management
  - 3 CREDIT HOURS

- **MKTG 3808**
  - Business Research
  - 3 CREDIT HOURS

- **ECON 3406**
  - Statistics for Business II
  - 3 CREDIT HOURS

- **MARKETING SELECTIVE**
  - 3 CREDIT HOURS

- **MARKETING SELECTIVE**
  - 3 CREDIT HOURS

**MILESTONES:**
- Earn 2.00 GPA or above in Business Core
- Earn at least 90 total credit hours after Year 3

**TERM 3:**

- **MGNT 3615**
  - Management
  - 3 CREDIT HOURS

- **MKTG 4870**
  - Marketing Management
  - 3 CREDIT HOURS

- **MGNT 4660**
  - Strategic Management
  - 3 CREDIT HOURS

- **APPROVED RCOB ELECTIVE**
  - 3 CREDIT HOURS

**MILESTONES:**
- Earn 2.00 GPA or above in Business Core
- Earn at least 120 total credit hours after Year 4

**TERM 4:**

- **MKTG 4864**
  - Consumer Behavior
  - 3 CREDIT HOURS

- **CISM 3330**
  - Management Information Systems
  - 3 CREDIT HOURS

- **INTERNATIONAL SELECTIVE**
  - 3 CREDIT HOURS

- **MARKETING SELECTIVE**
  - 3 CREDIT HOURS

**MILESTONES:**
- Earn 2.00 GPA or above in Business Core
- Earn at least 90 total credit hours after Year 3

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**CRUSH YOUR COURSEWORK**

- Complete the Richards College business core courses.
- 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.

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**FIND YOUR PLACE**

- Get involved in student clubs and organizations.
- Become a Richards College Student Ambassador.
- Visit the Office of Career and Graduate School Connections.
- Explore undergraduate research with faculty.

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**BROADEN YOUR PERSPECTIVES**

- 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.

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**CONNECT OFF-CAMPUS**

- Complete an internship in your field.
- Consider a summer or part-time job.
- Ask your department about networking opportunities with alumni.

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**TAKE CARE OF YOURSELF**

- Draft your resume and attend a resume and interview workshop.
- Learn about how to network on social media and update your Handshake profile.
- Take business communications: ABED 3100.
- Visit the graduate school to find out about graduate programs and admission requirements.

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**PAVE YOUR PATH**

- 15 Fall credit hours + 15 Spring credit hours = 30 credit hours

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**Additional Information:**
- Marketing Selective: MKTG 3801, MKTG 3802, MKTG 3803, MKTG 3810, MKTG 4803, MKTG 4804, MKTG 4805, MKTG 4806, MKTG 4807, MKTG 4808.
- Management: MKTG 3803, MKTG 3804, MKTG 4864, MKTG 4865, MKTG 4866, MKTG 4867.
- Principles of Marketing: MKTG 3803.
- Corporate Finance: MKTG 3803.
- Business Communication: MKTG 3803.
- Statistics for Business I: MKTG 3803.
- Management: MKTG 3803.