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

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Visit westga.edu/program-maps for the latest version of this major map.

ADD A CERTIFICATE
- Advertising
- Data Analytics
- International Business
- Real Estate Appraisal
- Real Estate Brokerage
- Sales
- Sustainable Business

60
CORE CREDIT HOURS

51
MAJOR CREDIT HOURS

9
ELECTIVE CREDIT HOURS
<table>
<thead>
<tr>
<th>YEAR 1</th>
<th>TERM 1: FALL</th>
</tr>
</thead>
<tbody>
<tr>
<td>A1: ENGL 1101</td>
<td>3 CREDIT HOURS</td>
</tr>
<tr>
<td>English Composition I</td>
<td></td>
</tr>
<tr>
<td>A2: MATH 1111 OR 1113</td>
<td>3 CREDIT HOURS</td>
</tr>
<tr>
<td>College Algebra or Precalculus</td>
<td></td>
</tr>
<tr>
<td>B2: XIDS 2002</td>
<td>2 CREDIT HOURS</td>
</tr>
<tr>
<td>Recommended First-Year Seminar</td>
<td></td>
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<tr>
<td>F: ECON 2106</td>
<td>3 CREDIT HOURS</td>
</tr>
<tr>
<td>Principles of Microeconomics</td>
<td></td>
</tr>
<tr>
<td>F: CISM 2201</td>
<td>3 CREDIT HOURS</td>
</tr>
<tr>
<td>Foundations of Computer Applications</td>
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</tbody>
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**MILESTONES:**
- Complete ENGL 1101 with C or better
- Complete MATH 1111 or MATH 1113 with C or higher

**COMPLETE CISM 2201, ECON 2105 & 2106 AFTER YEAR 1**

**COMPLETE LAB SCIENCE & AREA D2 MATH**

**COMPLETE ENGL 1102 C WITH C OR HIGHER**

**COMPLETE NON-LAB SCIENCE**

**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**

<table>
<thead>
<tr>
<th>TERM 2: SPRING</th>
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</thead>
<tbody>
<tr>
<td>A1: ENGL 1102</td>
</tr>
<tr>
<td>English Composition II</td>
</tr>
<tr>
<td>D2: MATH 1413</td>
</tr>
<tr>
<td>Survey of Calculus</td>
</tr>
<tr>
<td>E2: HIST 2111 OR 2112</td>
</tr>
<tr>
<td>US History</td>
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<tr>
<td>F: ECON 2105</td>
</tr>
<tr>
<td>Principles of Macroeconomics</td>
</tr>
<tr>
<td>D1: SCIENCE + LAB</td>
</tr>
<tr>
<td><strong>TOTAL CREDIT HOURS:</strong> 14 FALL CREDIT HOURS + 16 SPRING CREDIT HOURS = 30 CREDIT HOURS</td>
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<table>
<thead>
<tr>
<th>YEAR 2</th>
<th>TERM 1: FALL</th>
</tr>
</thead>
<tbody>
<tr>
<td>E3: POLS 1101</td>
<td>3 CREDIT HOURS</td>
</tr>
<tr>
<td>American Government</td>
<td></td>
</tr>
<tr>
<td>F: ACCT 2101</td>
<td>3 CREDIT HOURS</td>
</tr>
<tr>
<td>Principles of Accounting I</td>
<td></td>
</tr>
<tr>
<td>C2: HUMANITIES</td>
<td>3 CREDIT HOURS</td>
</tr>
<tr>
<td><strong>B1: ORAL COMMUNICATION</strong></td>
<td></td>
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<tr>
<td><strong>D1: NON-LAB SCIENCE</strong></td>
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</tr>
</tbody>
</table>

**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**

<table>
<thead>
<tr>
<th>TERM 2: SPRING</th>
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</thead>
<tbody>
<tr>
<td>E2: HIST 2111 OR 2112</td>
</tr>
<tr>
<td>US History</td>
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<tr>
<td>F: ACCT 2102</td>
</tr>
<tr>
<td>Principles of Accounting II</td>
</tr>
<tr>
<td>C1: FINE ARTS</td>
</tr>
<tr>
<td>E4: SOCIAL SCIENCE</td>
</tr>
<tr>
<td>APPROVED ELECTIVE</td>
</tr>
</tbody>
</table>

**TOTAL CREDIT HOURS:** 15 FALL CREDIT HOURS + 15 SPRING CREDIT HOURS = 30 CREDIT HOURS

**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.
- Use resources on Handshake and LinkedIn.
- Apply for an on-campus job.

**TAKING CARE OF YOURSELF**

- Complete the Richards College business core.
- Stay on track in chosen major and meet with your academic advisor and faculty.
- Apply for scholarships.

**TAKING CARE OF YOURSELF**

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

**TAKING CARE OF YOURSELF**

- Take a fitness class, climb the rock wall, or join an intramural team.
- Consider whether counseling is right for you: take an implicit bias workshop.
- 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.
- Consider whether counseling is right for you: take a mental health screening.
- Take personal finance classes: FINC 3501 or ECON 3400.

**TAKING CARE OF YOURSELF**

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

**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: ABED 3100.
- Visit the graduate school to find out about graduate programs and admission requirements.
TERM 1: FALL

F: BUSA 2106
Marketing 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 II
3 CREDIT HOURS

MILESTONES:
- Complete the Richards College business core
- 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.

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

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 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.

BROADEN YOUR PERSPECTIVES:

- 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.

CONNECT OFF-CAMPUS:

- Complete all major courses, major selects, and research opportunities in the college.
- Apply for scholarships.

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.

PAVE YOUR PATH:

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

TERM 1: FALL

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

MARKETING SELECTIVE
3 CREDIT HOURS

MILESTONES:
- 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, MGMT 4650, or MKTG 4666

F: TERM 2: SPRING

MGNT 3615
Operations Management
3 CREDIT HOURS

MKTG 4870
Marketing Management
3 CREDIT HOURS

MGNT 4660
Strategic Management
3 CREDIT HOURS

APPROVED RCOB ELECTIVE
3 CREDIT HOURS

APPROVED RCOB ELECTIVE
3 CREDIT HOURS

MILESTONES:
- Earn 2.00 GPA or above in major courses, only one grade of “D” allowed in major courses
- 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, MGMT 3301, ECON 2105, ECON 2106, ECON 3402, FINC 3511, MGMT 3600, and MKTG 3803
- Earn at least 120 total credit hours after year 4

CRUSH YOUR COURSEWORK:

- Complete all major courses, major selects, and approved electives.
- Explore concentrations, certificate programs, and research opportunities in the college.
- Apply for graduation.

FIND YOUR PLACE:

- 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.

BROADEN YOUR PERSPECTIVES:

- Ask for advice from professionals in your field of interest.
- Attend career shadowing opportunities.
- Attend an academic conference with a faculty member and participate in a research presentation.

CONNECT OFF-CAMPUS:

- 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.

TAKE CARE OF YOURSELF:

- 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.

PAVE YOUR PATH:

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

Additional Information:
- Marketing Selective: MKTG 2301, MKTG 2303, MKTG 3803, MKTG 3813, MKTG 3820, MKTG 4205, MKTG 4220, MKTG 4222, MKTG 4331, MKTG 4410, MKTG 4560, MKTG 4610, MKTG 4801, or MKTG 4901.