

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

ADD A CERTIFICATE

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

HONORS COLLEGE

Consider joining if you have an Overall GPA of 3.2 and earned 15 college credit hours!



MARKETING

Bachelor of Business Administration

60

CORE CREDIT HOURS

51

MAJOR CREDIT HOURS

9

ELECTIVE CREDIT HOURS

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



VISIT WOLFWATCH FOR MORE INFORMATION.



HAVE A QUESTION? CHECK IN WITH YOUR ADVISOR!



UNIVERSITY OF WEST GEORGIA

2025-2026

TERM 1: FALL

C: ENGL 1101 3 CREDIT HOURS
English Composition I

M: MATH 1111 OR 1113 3 CREDIT HOURS
College Algebra or Precalculus

I: XIDS 2002 2 CREDIT HOURS
(Recommended) First-Year Seminar

F: ECON 2106 3 CREDIT HOURS
Principles of Microeconomics

F: CISM 2201 3 CREDIT HOURS
Foundations of Computer Applications

- MILESTONES:
- COMPLETE ENGL 1101 WITH C OR BETTER
 - COMPLETE MATH 1111 OR MATH 1113 WITH C OR HIGHER

TERM 2: SPRING

C: ENGL 1102 3 CREDIT HOURS
English Composition II

P: HIST 2111 OR 2112 3 CREDIT HOURS
US History

F: ECON 2105 3 CREDIT HOURS
Principles of Macroeconomics

T: STEM COURSE 3 CREDIT HOURS

T: SCIENCE + LAB 4 CREDIT HOURS

- MILESTONES:
- COMPLETE ENGL 1102 C WITH C OR HIGHER
 - COMPLETE LAB SCIENCE & CORE IMPACTS STEM 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

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 campus sports, events, and clubs.
- Find, follow, and like all Richards College social media platforms.
- Attend special programming offered for first-year students.

BROADEN YOUR PERSPECTIVES

- 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.

CONNECT OFF-CAMPUS

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

TAKE CARE OF YOURSELF

- Visit the UWG Wellness Hub and Health Services.
- Get fit! Visit URec to see all your options.
- Visit the Center for Economic Education and Financial Literacy and attend virtual and in person programs.

PAVE YOUR PATH

- 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 1: FALL

P: POLS 1101 3 CREDIT HOURS
American Government

F: ACCT 2101 3 CREDIT HOURS
Principles of Accounting I

A: HUMANITIES 3 CREDIT HOURS

I: ORAL COMMUNICATION 3 CREDIT HOURS

T: NON-LAB SCIENCE 3 CREDIT HOURS

- MILESTONES:
- COMPLETE NON-LAB SCIENCE
 - EARN 2.00 GPA OR ABOVE IN AREA F MAJOR SPECIFIC COURSES
 - MAJOR STATUS ACHIEVED: COMPLETE ENGL 1101, MATH 1111 OR 1113, ACCT 2101, ECON 2105 OR ECON 2106, HAVE A MINIMUM 2.00 GPA WITH AT LEAST 45 EARNED CREDIT HOURS

TERM 2: SPRING

S: HIST 1111 OR 1112 3 CREDIT HOURS
World History

F: ACCT 2102 3 CREDIT HOURS
Principles of Accounting II

A: HUMANITIES 3 CREDIT HOURS

S: SOCIAL SCIENCE 3 CREDIT HOURS

APPROVED ELECTIVE 3 CREDIT HOURS

- MILESTONES:
- COMPLETE CORE CORE IMPACTS
 - EARN 2.00 GPA OR ABOVE IN AREA 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

CRUSH YOUR COURSEWORK

- 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.

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.

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.

CONNECT OFF-CAMPUS

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

TAKE CARE OF YOURSELF

- 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.

PAVE YOUR PATH

- 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 3 CREDIT HOURS
Legal and Ethical Environment of Business

MKTG 3803 3 CREDIT HOURS
Principles of Marketing

FINC 3511 3 CREDIT HOURS
Corporate Finance

ABED 3100 3 CREDIT HOURS
Business Communication

ECON 3402 3 CREDIT HOURS
Statistics for Business I

- 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
 - MKTG 3803 PREREQUISITE FOR ALL UPPER DIVISION MARKETING COURSES

TERM 2: SPRING

MGNT 3600 3 CREDIT HOURS
Management

MKTG 3808 3 CREDIT HOURS
Business Research

ECON 3406 3 CREDIT HOURS
Statistics for Business II

MARKETING SELECTIVE 3 CREDIT HOURS

MARKETING SELECTIVE 3 CREDIT HOURS

- 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

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

CRUSH YOUR COURSEWORK

- 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.

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.

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.

CONNECT OFF-CAMPUS

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

TAKE CARE OF YOURSELF

- 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.

PAVE YOUR PATH

- 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

MKTG 4864 3 CREDIT HOURS
Consumer Behavior

CISM 3330 3 CREDIT HOURS
Management of Information Systems

INTERNATIONAL SELECTIVE 3 CREDIT HOURS

MARKETING SELECTIVE 3 CREDIT HOURS

MARKETING SELECTIVE 3 CREDIT HOURS

- 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

MGNT 3615 3 CREDIT HOURS
Operations Management

MKTG 4870 3 CREDIT HOURS
Marketing Management

MGNT 4660 3 CREDIT HOURS
Strategic Management

APPROVED RCOB ELECTIVE 3 CREDIT HOURS

APPROVED RCOB ELECTIVE 3 CREDIT HOURS

- 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
 - 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

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

- Additional Information:
- Marketing Selective: MKTG 3801, MKTG 3805, MKTG 3809, MKTG 3810, MKTG 3839, MKTG 4805, MKTG 4808, MKTG 4823, MKTG 4831, MKTG 4861, MKTG 4866, MKTG 4818, MKTG 4868, MKTG 4881 or MKTG 4885

CRUSH YOUR COURSEWORK

- 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.

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

- Consider a study abroad and/or work abroad opportunity and research visa regulations.
- Explore practices of creating more inclusive experiences.
- Continue to grow your professional network.

CONNECT OFF-CAMPUS

- 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.

TAKE CARE OF YOURSELF

- 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.

PAVE YOUR PATH

- 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.