



This graduation plan illustrates the type of curriculum a new student would take to complete a degree in four years. It is not meant to serve as an official document. Students should contact their academic adviser to develop a personalized plan of study. Refer to the University Catalog for a complete list of requirements: <https://catalog.uwsp.edu/>.

Semester 1	Credits	Semester 2	Credits
English 101* Freshman English (CL-WC)	3	Arts CGER (HA-A)	3
Humanities CGER (HA-H)	3	Historical Perspectives CGER (SBS-HP)	3
Business 100 - Intro to Business	1	Business 330 - Principles of Marketing	3
Math 109, 111, or 225 – Calculus CGER (MQR)*	4	Business 325 - Organizational Behavior	3
Economics 110 - Principles of Macroeconomics (SBS-S)	3	Economics 111 - Principles of Microeconomics	3
Total Credits	14	Total credits	15
Semester 3	Credits	Semester 4	Credits
English 202 * Sophomore English (CL-WC)	3	Critical Thinking CGER (CL-CT)	3
Accounting 210 - Intro to Financial Accounting	3	Wellness CGER (NSW-W)	2
Math 255 - Statistics	4	Accounting 211 - Intro to Managerial Accounting	3
Business 201 - Writing and Presenting for Business	3	Business 301 - Building Relationships for Business	3
Business 340 - Business Law	3	Business 275 - AI and Technology in Business	1
		Business 350 - Principles of Finance	3
Total Credits	16	Total credits	15
Semester 5	Credits	Semester 6	Credits
Business 497 - INTERNSHIP	3	Civics & Perspectives (CP)	3
General Business Elective	3	Bus 354 - Financial Planning OR Econ 272 - Personal Finance	3
Business 360 - Principles of Production-Operations Mgmt.	3	Business 370 - Management Information Systems	3
Focused Finance Elective	3	Focused Finance Elective	3
Economics 360 - Money and Financial Markets	3	Certificate/Minor/Internship/Open Elective	3
Total credits	15	Total credits	15
Semester 7	Credits	Semester 8	Credits
Civics & Perspectives (CP)	3	Natural Science (NSWL)	3
Business 380 - Principles of Business Analytics	3	General Business Elective	3
Business 353 - Investments	3	Business 480 - Strategic Management	3
Focused Finance Elective	3	Certificate/Minor/Internship/Open Elective	3
Certificate/Minor/Internship/Open Elective	3	Certificate/Minor/Internship/Open Elective	3
Total credits	15	Total credits	15
			Total credits
			120

Academic Standards

To graduate with a major in marketing, successfully complete all required courses in the major and achieve a cumulative grade point average of 2.5 or higher in all your major courses. See Academic Standards for the [Sentry School of Business and Economics](#) for more information on GPA requirements and for the Sentry School of Business and Economics repeat policy.

*Dependent on placement

Core General Education Requirements (CGER):

Mathematics & Quantitative Reasoning (MQR); Communication & Literacy (CL) Written Communication (CL-WC), Critical Thinking (CL-CT); **Social & Behavioral Science (SBS)** Social Science (SBS-S), Historical Perspectives (SBS-HP); **Humanities & Arts (HA)** Humanities (HA-H), Arts (HA-A); **Natural Science & Wellness (NSWL & NSW)** Natural Science with a lab (NSWL-NS), Wellness (NSW-W); **Civics & Perspectives (CP).**

(Fa) = offered Fall semesters ONLY (Sp) = offered Spring semesters ONLY (Su) = offered only in Summer ONLY (Wi) = offered only in Winterim ONLY (Oc) = offered occasionally