



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                    |            |
| <b>Total Credits</b>                                     | <b>14</b> | <b>Total Credits</b>                               | <b>15</b>            |            |
| Semester 3   | Credits   | Semester 4   | Credits              |            |
| English 202 * Sophomore English (CL-WC)                  | 3         | Accounting 211 - Intro to Managerial Accounting    | 3                    |            |
| Critical Thinking CGER (CL-CT)                           | 3         | Wellness CGER (NSW-W)                              | 2                    |            |
| Business 201 - Writing and Presenting for Business       | 3         | Business 301 - Building Relationships for Business | 3                    |            |
| Accounting 210 - Intro to Financial Accounting           | 3         | Business 275 - AI and Technology in Business       | 1                    |            |
| Math 255 - Statistics                                    | 4         | Business 331 - Marketing Research                  | 3                    |            |
|  |           | Business 340 - Business Law                        | 3                    |            |
| <b>Total Credits</b>                                     | <b>16</b> | <b>Total Credits</b>                               | <b>15</b>            |            |
| Semester 5   | Credits   | Semester 6   | Credits              |            |
| Civics & Perspectives CGER (CP)                          | 3         | Civics & Perspectives CGER (CP)                    | 3                    |            |
| Business 360 - Principles of Production-Operations Mgmt. | 3         | Business 350 - Principles of Finance               | 3                    |            |
| Business 337 – Consumer Behavior                         | 3         | Business 370 - Management Information Systems      | 3                    |            |
| Business 497 - INTERNSHIP                                | 3         | General Business Elective                          | 3                    |            |
| Focused Marketing Elective                               | 3         | Focused Marketing Elective                         | 3                    |            |
| <b>Total Credits</b>                                     | <b>15</b> | <b>Total Credits</b>                               | <b>15</b>            |            |
| Semester 7   | Credits   | Semester 8   | Credits              |            |
| Natural Science (NSWL)                                   | 3         | Business 380 - Principles of Business Analytics    | 3                    |            |
| Business 333 – Digital Marketing                         | 3         | Business 480 - Strategic Management                | 3                    |            |
| Focused Marketing Elective                               | 3         | General Business Elective                          | 3                    |            |
| Certificate/Minor/Internship/Open Elective               | 3         | Certificate/Minor/Internship/Open Elective         | 3                    |            |
| Certificate/Minor/Internship/Open Elective               | 3         | Certificate/Minor/Internship/Open Elective         | 3                    |            |
| <b>Total Credits</b>                                     | <b>15</b> | <b>Total Credits</b>                               | <b>15</b>            |            |
|  |           |  | <b>Total Credits</b> | <b>120</b> |

**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).**