



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 Academic Reading and Writing (WC)	3	Oral Communication/Critical Thinking (CT)	3
GEN ED HC&S (ART/HP/HU/SS/NS)	3	GEN ED HC&S (ART/HP/HU/SS/NS)	3
Business 100 - Intro to Business	1	GEN ED HC&S (ART/HP/HU/SS/NS)	3
Math 109, 111, or 225 – Calculus (QL) (With placement score)	4	Business 325 - Organizational Behavior	3
Economics 110 - Principles of Macroeconomics (SS)	3	Economics 111 - Principles of Microeconomics	3
		Open Elective	1
<i>Total credits</i>	14	<i>Total credits</i>	16
Semester 3	Credits	Semester 4	Credits
Accounting 210 - Intro to Financial Accounting	3	Accounting 211 - Intro to Managerial Accounting	3
Math 255 - Statistics (For 321, Soc 351, HSW 301, Psych 300)	4	Wellness Course (WLN)	2
English 202 Academic Writing and Research (WC)	3	Business 201 – Writing and Presenting for Business	3
GEN ED HC&S (ART/HP/HU/SS/NS)	3	Business 331 - Marketing Research	3
Business 330 - Principles of Marketing	3	Business 340 - Business Law	3
<i>Total Credits</i>	16	<i>Total credits</i>	14
Semester 5	Credits	Semester 6	Credits
GEN ED SER (ER/GA/USD)	3	GEN ED HC&S (ART/HP/HU/SS/NS)	3
Business 301 – Building Relationships for Business	3	General Business Elective	3
Business 337 - Buyer Behavior	3	Business 360 - Principles of Production	3
Business 350 - Principles of Finance	3	Business 370 - Management Information Systems	3
Focused Marketing Elective	3	Focused Marketing Elective	3
<i>Total credits</i>	15	<i>Total credits</i>	15
Semester 7	Credits	Semester 8	Credits
GEN ED SER (ER/GA/USD)	3	GEN ED SER (ER/GA/USD)	3
Business 380 - Principles of Business Analytics	3	GEN ED HC&S (ART/HP/HU/SS/NS)	3
Business 438 - Marketing Strategy	3	General Business Elective	3
Focused Marketing Elective	3	Business 480 - Strategic Management	3
Business 497 - INTERNSHIP	3	Open Elective	3
<i>Total credits</i>	15	<i>Total credits</i>	15
		Summer or Winter courses?	Credits
Total credits			120

Academic Standards and Policies for this Major:

- 1.) You must apply for admission to the major by the time you have completed 25 in-major credits and have at least a 2.50 in-major GPA (which includes courses that transferred into the major).
- 2.) If you have not earned a 2.00 in-major GPA by the time you have earned 25 in-major credits, you will be dropped from the major.
- 3.) You can be dropped from the major if in-major GPA is low for two consecutive semesters, after earning 25 major credits.

(Fa) = offered fall semesters (Sp) = offered spring semesters (Su) = offered only in summer

General Education Program (GEP) category abbreviations: Written Communication (WC), Oral Communication (OC), Quantitative Literacy (QL), Wellness (WLN), Arts (ART), Humanities (HU), Social Sciences (SS), Natural Sciences (NS), Environmental Responsibility (ER), U.S. Diversity (US), Global Awareness (GA), Human Cultures and the Sciences (HC&S), Social and Environmental Responsibility (SER)