Financial planning is a rapidly evolving field, and career demand is continuing to rise. With the right tools and expertise, you can stand out as a personal financial planner solving complex problems for your clients.

Program Description

The BA program in business with a concentration in financial planning provides students with knowledge and experience in personal financial planning.

Students learn from leading faculty the necessary skills in finance, taxes, portfolio management, insurance and estate planning.

This program delivers to the next generation of financial planning professionals the knowledge and skills needed for developing solutions to clients' personal financial needs.

At a Glance

- **College/School:** [W. P. Carey School of Business](#)
- **Location:** [Tempe](#) or [Online, ASU Local](#)
- **Additional Program Fee:** Yes
- **Second Language Requirement:** No
- **First Required Math Course:** MAT 210 - Brief Calculus or MAT 117 College Algebra
- **Math Intensity:** Moderate

Required Courses (Major Map)
Concurrent Program Options

Students pursuing concurrent degrees (also known as a "double major") earn two distinct degrees and receive two diplomas. Working with their academic advisors, students can create their own concurrent degree combination. Some combinations are not possible due to high levels of overlap in curriculum.

Admission Requirements

General University Admission Requirements:
All students are required to meet general university admission requirements.

Additional Requirements:

First-year admission requirements for this program are the same as the university's first-year admission requirements.

Readmission requirements: Students must have a transfer GPA of 3.00 (if applicable) and a cumulative ASU GPA of 3.00.

Transfer Admission Requirements:

Transfer applicants must have a GPA of 3.00 for all transfer work and meet university transfer admission requirements. Transfer students should select an additional major, which must be outside the W. P. Carey School of Business, when applying for admission.

Students who are admissible to the university but do not meet admission requirements for this program and did not select a second major or are not admissible to their second major choice will be placed in the BA program in applied business and technology solutions in W. P. Carey School of Business, which is offered via ASU Online as well as at the Polytechnic and West campus locations. Students not interested in that program or campus location may reach out to wpcareyug@asu.edu for assistance in selecting another degree program.

Tuition Information

When it comes to paying for college, everyone's situation is different. Students can learn about ASU tuition and financial aid options to find out which will work best for them.
Change of Major Requirements

Students should refer to the W. P. Carey School of Business website to determine if they meet change of major requirements. Students ready to change their major should submit their request through the Advising SOS platform.

Students should visit the Change of Major form for information about how to change a major to this program.

Attend Online

ASU Online

ASU offers this program in an online format with multiple enrollment sessions throughout the year. Applicants may view the program’s ASU Online page for program descriptions and to request more information.

ASU Local

It is now possible to earn an ASU degree with ASU Local, an integrated college experience in which students take advantage of in-person success coaching and programming experiences on site while completing one of 130+ undergraduate online degree programs, all of which come with online faculty interaction and tutoring support.

Transfer Options

ASU is committed to helping students thrive by offering tools that allow personalization of the transfer path to ASU. Students may use MyPath2ASU® to outline a list of recommended courses to take prior to transfer.

ASU has transfer partnerships in Arizona and across the country to create a simplified transfer experience for students. These pathway programs include exclusive benefits, tools and resources, and they help students save time and money in their college journey.

Global Opportunities

Global Experience

With over 300 programs in more than 65 countries (programs vary in length, from one week to one year), study abroad is possible for all ASU students who wish to acquire global skills and knowledge in preparation for a career. Students earn ASU credit for completed courses, while staying on track for graduation, and they may apply financial aid and scholarships toward program costs.

The W. P. Carey School of Business recommends these programs for students majoring in financial planning.
Career Opportunities

Financial planners are in high demand in the dynamic field of financial services and planning. Aging populations are paying closer attention to their finances as they approach retirement, and the rising need for financial planning services and advisors translates into huge opportunities for careers in this growing market. Employment of personal financial advisors is projected to grow 15% between 2016 and 2026, much faster than the average for all occupations.

Graduates of the Bachelor of Arts in financial planning can secure employment in the growing field of financial services and planning.

Career example titles and salaries listed below are not necessarily entry level, and students should take into consideration how years of experience, geographical location, and required advanced degrees or certifications may affect pay scales.

<table>
<thead>
<tr>
<th>Career</th>
<th>*Growth</th>
<th>*Median Salary</th>
</tr>
</thead>
<tbody>
<tr>
<td>Certified Financial Planner (CFP)</td>
<td>12.8%</td>
<td>$95,390</td>
</tr>
<tr>
<td>Community Life Director</td>
<td>8.3%</td>
<td>$43,680</td>
</tr>
<tr>
<td>Credit Counselor</td>
<td>5.4%</td>
<td>$47,320</td>
</tr>
<tr>
<td>Financial Manager</td>
<td>16.0%</td>
<td>$139,790</td>
</tr>
<tr>
<td>Loan Officer</td>
<td>2.9%</td>
<td>$65,740</td>
</tr>
<tr>
<td>Stock Broker</td>
<td>7.4%</td>
<td>$67,480</td>
</tr>
</tbody>
</table>

* Data obtained from the Occupational Information Network (O*NET) under sponsorship of the U.S. Department of Labor/Employment and Training Administration (USDOL/ETA).

Bright Outlook.

Professional Licensure

ASU programs that may lead to professional licensure or certification are intended to prepare students for potential licensure or certification in Arizona. Completion of an ASU program may not meet educational requirements for licensure or certification in another state. For more information, students should visit the ASU professional licensure webpage.

Contact Information

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