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.
First-year | Transfer | International | Readmission

Additional Requirements:

Freshman admission requirements for this program are the same as the university's freshman admission requirements.

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

Transfer Admission Requirements:

Transfer applicants must have a 3.00 GPA 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 with fewer than 45 transfer credit hours who are not admissible to a W. P. Carey School of Business major and who did not select a second major or are not admissible to their second major choice are placed in an exploratory program.

Students with more than 45 transfer credit hours who are not admissible to an exploratory program will be contacted and asked to select an appropriate major.

Change of Major Requirements

Students should refer to the following 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 W. P. Carey School of Business Advising SOS: https://apps.wpcarey.asu.edu/apps/advising/index.cfm.

Students should refer to https://changemajor.apps.asu.edu 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 description and request more information here.

**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. Those interested may learn more about ASU Local here.

**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. Students may learn more about these programs by visiting the admission site: https://admission.asu.edu/transfer/MyPath2ASU.

**Global Opportunities**

**Global Experience**

With over 250 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 21st century 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. https://goglobal.asu.edu/
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 examples include but are not limited to those shown in the following list. Advanced degrees or certifications may be required for academic or clinical positions.

<table>
<thead>
<tr>
<th>Career</th>
<th>*Growth</th>
<th>*Median Salary</th>
</tr>
</thead>
<tbody>
<tr>
<td>Certified Financial Planner (CFP)</td>
<td>4.4%</td>
<td>$89,330</td>
</tr>
<tr>
<td>Community Life Director</td>
<td>not available</td>
<td></td>
</tr>
<tr>
<td>Credit Counselor</td>
<td>7.6%</td>
<td>$46,170</td>
</tr>
<tr>
<td>Financial Manager</td>
<td>15.5%</td>
<td>$134,180</td>
</tr>
<tr>
<td>Loan Officer</td>
<td>3.2%</td>
<td>$63,960</td>
</tr>
<tr>
<td>Stock Broker</td>
<td>3.7%</td>
<td>$64,770</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  Green Occupation

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: https://admission.asu.edu/academics/licensure.

Contact Information

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