WGU

B.S. Business Administration—Marketing

Caitlin's Student Journey

Caitlin started working part-time in high school. She now works full-time, lives at home, and helps her family with her younger siblings.

Some of her friends went to college. She thought about it, but it never seemed possible. No one in her family has gone to college. She needs to work to help her family financially.

She would like to pursue her education, but she doesn't know where to start. The education benefits provided by her work seem like a great opportunity.

Caitlin, 20, Huntsville, TX
Customer Service Team Member for three years

Challenges
Financial struggles
Tech constraints—She doesn't have a computer or internet at home.
Time—With work, family, and friends, her life is very busy.
Doesn't know how to navigate starting her education.
Was terrible at math in high school.

Education
Graduated high school with a 2.2 GPA. No college.

PROSPECT TO ENROLLED

Apply
Applies to WGU and connects with an Enrollment Counselor.

Fills out FAFSA.

Costs:
Free application

Month 1 ▶

Enroll
Reconnects with Enrollment Counselor for intake interview.

Finalizes financial aid and scholarships. Awarded the WGU Online Access scholarship, receives a hot spot–enabled laptop.

Connects with her assigned Program Mentor for Welcome Call.

Completes Orientation, Academic Planning Tools, and her 20-hour weekly target study schedule.

Months 2–3 ▼

Term 3
Caitlin is struggling with her math class. Her mentor helps her connect with the Math Center.

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Term 2
Now that Caitlin is comfortable with her learning, she and her Program Mentor meet once every other week. She decides with her mentor that she wants to graduate within four years, so she sets a goal to complete 15–18 CUs per term.

Earns the Business Essentials micro-credential.

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Term 1
Caitlin and her Program Mentor set the term plan, and Caitlin enrolls on the first day of the term start.

Each week, Caitlin connects with her Program Mentor to discuss progress toward her goals and set an action plan for the next week.

Caitlin's first Course Instructor reaches out within three days of starting the first course to offer tips on how to study and learn and provides contact information and a scheduling link for when Caitlin wants to meet virtually for one-on-one support.

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ENROLLED STUDENT

EACH TERM IS SIX MONTHS LONG

Term 4
Caitlin earns her Applied Business Skills micro-credential, which also satisfies ACBSP Common Professional Components (CPCs).

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Term 5
Caitlin completes 15 CUs and continues on track for graduation.

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Term 6
Caitlin has earned her Management micro-credential and has completed six of her major courses for marketing, which means she now has three to four items she can add to her digital portfolio with the help of Career and Professional Development Services.

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Graduation
Caitlin graduates!

Caitlin and her family attend commencement weekend in Austin, TX

Caitlin connects with the WGU Career & Professional Development Center to update her résumé and engages in 1:1 coaching on how to leverage her recent achievement for career progression.

WGU alumni have access to career and professional development services for life.

Term 8
Caitlin has earned her Human Resources Management micro-credential and has completed all the required competency units to earn her Bachelor of Science in Business Administration–Marketing Degree.

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Term 7

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GRADUATION!

ENROLLED STUDENT