

EARN A BACHELOR'S DEGREE IN

# Personal Financial Planning

Join a booming industry with high earning potential and make a meaningful impact on people's lives.

## Why Study Personal Financial Planning at USF?

### Unparalleled Opportunity

Personal Financial Advisor job growth rate is projected at 17%, four times faster than employment forecasts across all occupations. The median pay for financial advisors nationwide in 2023 was \$99,580 ([bls.gov](https://www.bls.gov)). Graduates from USF's Personal Financial Planning bachelor's program receive industry-specific training and are taught skills in fintech, sales, communication, and behavioral finance, which sets them apart from the competition.

### Built-in Network

Each USF personal financial planning student is partnered with an industry professional. Additionally, industry-specific training within the program is reviewed by the advisory board.

### CFP® Certification

By completing a CFP Board-Registered Program, students fulfill the education requirement for CFP® certification, positioning them to pursue this esteemed credential. Graduates are well-prepared to excel in the financial planning profession, equipped with the necessary knowledge and skills to succeed.



UNIVERSITY of  
**SOUTH FLORIDA**  
Muma College of Business



For more info, visit [usf.to/PFP](https://usf.to/PFP)

# What sets the Muma College of Business apart?



**Power-skills certified.** Hard skills can get you hired, but you'll need strong skills in communications, time management and building relationships to lead. USF's Bellini Center for Talent Development integrates employer-led workshops into your core business courses, so you can graduate with a certificate in these skills. To learn more, visit [usf.to/BusinessTalent](https://usf.to/BusinessTalent).

**Find your people.** Enjoy the advantages of a large university, while belonging to your own tight-knit community within the college through student organizations and special programs for business students.

- Freshmen starting in the fall become a part of the **Bulls Business Network** with early admission to the business college with special registration and advising opportunities. These students may also join our living-learning residence hall program, the **Bulls Business Community**. Visit [usf.to/bbn](https://usf.to/bbn) for additional details.
- USF is home to the state's first and only **Business Honors Program**, affiliated with the Judy Genshaft Honors College, which blends rigorous coursework and research activities with special residential, service, international and applied learning activities. Participants live on either the St. Petersburg or Tampa campus for one year and must meet additional admission requirements upon entering as a freshman. Learn more at [usf.to/bhp](https://usf.to/bhp).
- **The Corporate Mentor Program**, based on the Tampa campus, pairs first-generation college students with a mentor who shares tips and guidance for a smooth transition from student to professional life. Students meet monthly with a management-level professional for first-hand insight into the corporate world, and become eligible for over \$100,000 in scholarships awarded each year. Visit [usf.to/cmp](https://usf.to/cmp) for more information.



## Admission Requirements

The Muma College of Business has additional admission requirements to enroll in major level courses. Students interested in pursuing a degree in majors offered by the Muma College of Business must complete the required state-mandated prerequisites listed at [usf.to/MumaUndergrad](https://usf.to/MumaUndergrad).

## How to Apply

Apply early! Admissions decisions are made on a rolling basis beginning in late fall as applications are completed and all supporting documents are received. You may apply as early as August of your high school senior year. Freshman applications are considered for the spring, summer and fall semesters. Apply online at [usf.edu/admissions](https://usf.edu/admissions).

## Financial Aid

With more than 175 different scholarships available exclusively for business majors, the USF Muma College of Business is proud to award over \$1 million in scholarships each year. For more information, visit [usf.to/financialaid](https://usf.to/financialaid). For additional financial aid options, visit the USF office of Financial Aid website at [usf.edu/financialaid](https://usf.edu/financialaid).

LEARN MORE [usf.to/MumaUndergrad](https://usf.to/MumaUndergrad)

APPLY TODAY [usf.edu/admissions](https://usf.edu/admissions)