

# Department of Finance: Financial Planning Track Perdue School of Business

## COURSE OF STUDY

In addition to studying general principles of financial planning, students receive intensive instruction in:

- Insurance Planning
- Investment Planning
- Income Tax Planning
- Retirement Planning
- Estate Planning
- Professional Conduct and Fiduciary Responsibility
- Interpersonal Communication
- Broader Business Topics

## What Is Financial Planning?

Certified Financial Planner Board of Standards, Inc. (CFP Board) defines financial planning as “a collaborative process that helps maximize a client’s potential for meeting life goals through Financial Advice that integrates relevant elements of the client’s personal and financial circumstances.”

The aging population, the reality of shorter employment tenures and the movement of retirement responsibility from the employer to the individual worker all contribute to the increasing need for the services of financial planners.

This increasing need opens doors of opportunity for industrious and imaginative people who have learned to apply sophisticated financial planning techniques.

## Financial Planning Opportunities

Financial planners can:

- Work for financial services firms
- as financial advisor, wealth management advisor, client relationship manager, financial analyst, investment manager, financial services representative, accountant, estate planner, broker and in various other roles.
- Start their own financial planning practice

## CFP® Certification

Certification by CFP Board greatly enhances the career opportunities of financial planners. At Salisbury University, the Financial Planning Track of the finance major, offered by the Department of Finance, is registered with the CFP Board. In September 2002, this track became the first undergraduate degree program in financial planning to attain this distinction in the State of Maryland.

Upon track completion, graduates will have met the educational requirement for the CFP® certification – the standard of excellence in financial planning. Completion of our program guarantees eligibility to sit for the CFP® certification exam without need for further transcript reviews. CFP Board offers this examination three times per year: March, July and November.

## Career Prospects

Recognizing financial planning’s occupational benefits, the *U.S. News & World Report* ranked financial advisor as the No. 4 best business job in the country. The Bureau of Labor Statistics reported that the average annual salary for personal financial advisors was double compared to average of all occupations



and that demand for personal financial advisors is expected to grow at a faster than average rate of 7% through 2028.

Opportunities are plentiful and growing fast for those who want experience at large financial advisory firms – such as Merrill Lynch, Vanguard and CharlesSchwab – as well as at fee-only financial planning firms – such as Oxford Financial Group, Rockefeller & Co. and Shepherd Kaplan. Opportunities also abound at smaller local and regional financial planning firms, as well as the possibility of starting one’s own practice. You can find additional information about the financial planning profession at the CFP Board’s website: [CFP.net](http://CFP.net).

## CONTACT INFORMATION

For more information:

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*“The financial planning track gave me the confidence and knowledge needed to pursue a career within the the financial planning/wealth management area. The course of study mirrors the required education classes within the traditional CFP program, setting me years ahead from colleagues that did not attend a CFP-accredited university. It has set me up for success and allowed me to distinguish myself from other candidates in the job search.”*

– Lauren Rathsack (2023)

## Make Tomorrow Yours

[salisbury.edu/Finance](http://salisbury.edu/Finance)