

NOTE: Curriculum worksheets are supplemental planning aids. Every effort is made to ensure accuracy; however, it is the student's responsibility to understand and meet degree requirements as stated in the applicable Undergraduate Catalog. Pre-Business is not a degree-granting program. All Pre-Business students must complete the Pre-Business freshman core (core courses in ***BOLD ITALICS***) and have a cumulative grade-point average of 3.0 or better before being admitted into the Marketing major. Registration for 3000- and 4000-level business courses may be restricted to students in their degree major, so students should endeavor to complete the core requirements and declare Marketing as their major as soon as possible.

Business Majors Curriculum Worksheet (2020-21)

Freshman Curriculum

First Semester

3 ***ECON 2110 Principles of Microeconomics***
 3 ***MATH 1020 Business Calculus I^{1, 5}***
 3 PSYC 2010 Introduction to Psychology or
 3 SOC 2010 Introduction to Sociology
 4 ***Natural Science w/ lab⁴*** _____
 1 ***BUS 1010 Business Foundations***
 1 Elective³ _____
 15 Hours

Second Semester

3 ***ECON 2120 Principles of Macroeconomics***
 3 ***MATH 2070 Business Calculus II¹***
 3 ***ENGL 1030/1031 Composition and Rhetoric***
 3 COMM 1500/1501 Intro. to Human Comm. or
 3 COMM 2500/2501 Public Speaking or
 approved cluster
 3 STS Req.⁴ _____
 15 Hours

Marketing BS Curriculum

First Semester

3 STAT 3090 Introductory Business Statistics
 3 ACCT 2010 Financial Accounting Concepts
 3 MGT 2010 Principles of Management⁹
 3 MKT 3010 Principles of Marketing⁹
 3 Non-Literature Req.⁴ _____
 15 Hours

Second Semester

3 MKT 3310 Marketing Metrics and Analytics
 3 ACCT 2020 Managerial Accounting Concepts or
 3 ACCT 3030 Cost Accounting
 3 Professional Development Req.² _____
 3 Cross-Cultural Awareness Req.^{4, 9} _____
 3 Literature Req.^{4, 9} _____
 15 Hours

¹ Placement into the appropriate math class is based on the student's score from the math portion of their SAT or ACT test. The following math sequences are acceptable: MATH 1020/2070, MATH 1060/1080 or MATH 1060/2070. If a student elects to take MATH 1060 or 1080, one credit-hour will be applied toward the elective hour requirement. Students considering a graduate degree in Economics or related field should take MATH 1060/MATH 1080. **See advisor for approval of course selection.**

² Select from COOP 1010, 2010, CPSC 2200, GC1990, INT 1010, 1510, 2010, 2510, 3010, MGT 2180, MKT 3980, 3990, 4980, or 4990 or other professional development courses approved by a Departmental Advisor. Courses cannot count toward both Support Course Requirements and Professional Development Requirement. Students meeting the Professional Development Requirement with a zero-credit COOP or INT course will need three additional elective credits to meet the 121 total credits requirement for the major.

³ Elective hours may be used for courses not required by General Education or your major curriculum and may be taken in any combination or at any time during your college career.

⁴ See General Education Requirements list in the catalog. If this requirement is met through the completion of another General Education requirement, students will have three additional elective hours. Students must complete 121 total hours.

⁵A grade of C or better is required to take MATH 2070.

Notes:

At least 50 percent of the total credits taken in ACCT, ECON, FIN, LAW, MGT, and MKT must be taken at Clemson University.

Junior Year**First Semester**

- 3 MKT 3020 Consumer Behavior⁹
- 3 LAW 3220 Legal Environment of Business
- 3 MKT 4310 Marketing Research⁸
- 3 ENGL 3040 Business Writing
- 3 Support Req.^{6, 9} _____

15 Hours

Second Semester

- 3 FIN 3060 Corporation Finance⁹ *or*
- 3 FIN 3110 Financial Management I⁹
- 3 MKT 4200 Professional Selling⁹
- 3 Marketing Req.⁷ _____
- 3 Support Req.^{6, 9} _____
- 3 Elective³ _____
- 1 Elective³ _____

16 Hours

Senior Year**First Semester**

- 3 MGT 4150 Business Strategy⁸
- 3 MKT 4270 International Marketing⁹
- 3 Marketing Req.⁷ _____
- 3 Support Req.^{6, 9} _____
- 3 Elective³ _____

15 Hours

Second Semester

- 3 MKT 4500 Strategic Marketing Management⁸
- 3 Marketing Req.⁷ _____
- 3 Support Req.^{6, 9} _____
- 3 Support Req.^{6, 9} _____
- 3 Elective³ _____

15 Hours

Total Hours 121

⁶ Chosen jointly by the student and the advisor. Certain minors may be used to satisfy the Support Courses Requirement. A maximum of six hours can be from MKT 2980, 3980, 3990, 4980, and 4990. See the departmental support course list.

⁷ Select from any MKT 3000- and 4000- level content courses except for MKT 3980, 3990, 4980, or 4990.

⁸ Must be taken at Clemson University.

⁹ Reserving this course, electives, and coursework for some minors (when possible) for a study abroad increases study abroad course options. Contact Student Enrichment for further information and assistance with study abroad opportunities.