

Business Majors Advising Worksheet (2005-06)

Pre-Business is not a degree-granting program. All Pre-business students must complete the Pre-Business freshman core and have a cumulative grade-point ratio of *2.0 or better before* being admitted into a degree-granting program (exception: Marketing requires a 3.0 gpr). Students must complete the freshman core and declare a business major by the end of their sophomore year; however, students should declare their major as soon as they complete the freshman core.

Freshman Core

First Semester

- 3 ECON 211 Principles of Microeconomics
 - 3 MTHSC 102 Intro. to Math Analysis¹
 - 3 PSYCH 201 Introduction to Psychology *or*
SOC 201 Introduction to Sociology
 - 4 Science w/Lab² _____
 - 3 COMM 150 Introduction to Speech *or*
COMM 250 Public Speaking
- 16 Hours

Second Semester

- 3 ECON 212 Principles of Macroeconomics
 - 3 MTHSC 207 Multivariable Calculus¹
 - 3 ENGL 103 Accelerated Composition
 - 4 Science w/Lab² _____
 - 2 Electives³
- 15 Hours

Marketing BS Curriculum

First Semester

- 3 MTHSC 309 Intro. to Business Statistics
 - 3 ACCT 201 Financial Accounting Concepts
 - 3 MGT 301 Principles of Management
 - 3 Internat'l Requirement² _____
- 3 Non-Literature Humanities² _____
- 15 Hours

Second Semester

- 3 MGT 310 Intermediate Business Statistics
 - 3 ACCT 202 Managerial Accounting Concepts
 - 3 MKT 301 Principles of Marketing
 - 3 Internat'l Requirement² _____
- 3 Literature Requirement² _____
- 15 Hours

¹*All* students are *required* to take the Clemson Math Placement Test (CMPT) *prior* to registering for math courses. To take the test, go to <http://www.math.clemson.edu/CMPT/> and follow the instructions. Acceptable math sequences include: MTHSC 102-207, MTHSC 106-108 or MTHSC 106-207. See advisor for information on course selection.

²See advisor for list of qualifying courses.

³Elective 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.

Note 1: Students must complete the general education Science and Technology in Society (STS) requirement. This may be fulfilled by courses also meeting other curriculum requirements. See the University listing of approved STS Courses.

Note 2: Students must complete the general education Cross-Cultural Awareness (CCA) requirement. This may be fulfilled by courses also meeting other curriculum requirements or through a University approved Cross-Cultural experience. See the University listing of approved CCA courses.

Note 3: At least 50% 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 302 Consumer Behavior
 - 3 LAW 312 Commercial Law *or*
LAW 322 Legal Environment of Business
 - 3 MKT 431 Marketing Research
 - 3 ENGL 304 Business Writing⁴
 - 3 Support Course Requirement⁵ _____
- 15 Hours

Second Semester

- 3 FIN 306 Corporation Finance
 - 3 MKT 427 International Marketing
 - 3 Emphasis Area⁶ _____
 - 3 Support Course Requirement _____
 - 4 Elective _____
- 16 Hours

Senior Year**First Semester**

- 3 MGT 415 Business Strategy
 - 3 Emphasis Area _____
 - 3 Support Course Requirement _____
 - 3 Elective _____
 - 3 Elective _____
- 15 Hours

Second Semester

- 3 MKT 450 Strategic Marketing Management
 - 3 Emphasis Area _____
 - 3 Support Course Requirement _____
 - 3 Support Course Requirement _____
 - 3 Elective _____
- 15 Hours

⁴ See General Education requirements.

⁵ Chosen jointly by the student and the departmental advisor. These must support the emphasis area selected by the student. Certain minors may be used to satisfy the support courses requirement. See departmental advisor for details.

⁶ Select one of the following emphasis areas:

General Marketing

__MKT 420 or __MKT 423
 __MKT 425, __MKT 426, __MKT 428, or __MKT 429
 Plus one additional MKT course: MKT _____

Services Marketing

__MKT 420 or __MKT 423
 __MKT 425, __MKT 426, or __MKT 429
 __MKT 428

Sport Marketing

__MKT 321
 __MKT 420 or __MKT 423
 __MKT 428

Technical Marketing

__MKT 420
 __MKT 423, __MKT 424, __MKT 428, or __MKT 430
 __MKT 426