

Note: Advising worksheets are supplemental planning aids. While every effort is made to ensure accuracy, it is the student's responsibility to understand and meet degree requirements as stated in the applicable Undergraduate Announcements.

## **Business Majors Advising Worksheet (2006-07)**

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 Analysis<sup>1</sup>
- 3 PSYCH 201 Introduction to Psychology *or*  
3 SOC 201 Introduction to Sociology
- 4 Natural Science w/Lab<sup>2</sup> \_\_\_\_\_
- 2 Electives<sup>3</sup>
- 15 Hours

#### **Second Semester**

- 3 ECON 212 Principles of Macroeconomics
- 3 MTHSC 207 Multivariable Calculus<sup>1</sup>
- 3 ENGL 103 Accelerated Composition
- 3 COMM 150 Introduction to Speech *or*  
3 COMM 250 Public Speaking
- 3 STS Requirement<sup>4</sup> \_\_\_\_\_
- 15 Hours

### **Marketing BS Curriculum**

#### **First Semester**

- 3 MTHSC 309 Intro. to Business Statistics
- 3 ACCT 201 Financial Accounting Concepts
- 3 MGT 201 Principles of Management
- 3 Internat'l Requirement<sup>2</sup> \_\_\_\_\_
- 3 Non-Literature Humanities<sup>2</sup> \_\_\_\_\_
- 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 Requirement<sup>2</sup> \_\_\_\_\_
- 3 Literature Requirement<sup>2</sup> \_\_\_\_\_
- 15 Hours

<sup>1</sup>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. If a student elects to take MTHSC 106 or 108, one credit-hour will be applied toward the elective hour requirement. See advisor for information on course selection.

<sup>2</sup>See Business School College Advising Center list of qualifying courses.

<sup>3</sup>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.

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 322 Legal Environment of Business
- 3 MKT 431 Marketing Research
- 3 Adv. Writing Req. or ROTC cluster<sup>4</sup>
- 3 Support Course Requirement<sup>5</sup> \_\_\_\_\_
- 15 Hours

**Second Semester**

- 3 FIN 306 Corporation Finance
- 3 MKT 427 International Marketing
- 3 Emphasis Area<sup>6</sup> \_\_\_\_\_
- 3 Support Course Requirement<sup>5</sup> \_\_\_\_\_
- 4 Elective \_\_\_\_\_
- 16 Hours

**Senior Year**

**First Semester**

- 3 MGT 415 Business Strategy
- 3 Emphasis Area<sup>6</sup> \_\_\_\_\_
- 3 Support Course Requirement<sup>5</sup> \_\_\_\_\_
- 3 Elective \_\_\_\_\_
- 3 Elective \_\_\_\_\_
- 15 Hours

**Second Semester**

- 3 MKT 450 Strategic Marketing Management
- 3 Emphasis Area<sup>6</sup> \_\_\_\_\_
- 3 Support Course Requirement<sup>5</sup> \_\_\_\_\_
- 3 Support Course Requirement<sup>5</sup> \_\_\_\_\_
- 3 Elective \_\_\_\_\_
- 15 Hours

<sup>4</sup> See General Education requirements.

Total 121 Hours

<sup>5</sup> 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.

<sup>6</sup> 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