

NOTE: Advising 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 Announcements. 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 ratio of *3.0 or better before* being admitted into the Marketing major. Registration for nearly all 300- and all 400-level business courses is 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 Advising Worksheet (2009-10)

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 Natural Science w/ lab² _____

1 BUS 101 Business Foundations

1 Elective³ _____

15 Hours

Second Semester

3 ECON 212 Principles of Macroeconomics

3 MTHSC 207 Multivariable Calculus¹

3 ENGL 103 Accelerated Composition

3 COMM 150 Intro. to Human Comm. *or* COMM

250 Public Speaking or approved cluster

3 STS Requirement⁴ _____

15 Hours

Marketing BS Curriculum

First Semester

3 MTHSC 309 Intro. to Business Statistics *or*

3 EX ST 301 Introductory Statistics

3 ACCT 201 Financial Accounting Concepts

3 MGT 201 Principles of Management

3 Internat'l Studies 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 Studies Requirement² _____

3 Literature Requirement² _____

15 Hours

¹ **All** students are *required* to take the Clemson Math Placement Test (CMPT) *prior* to registering for their first math course at Clemson. To take the test, go to <http://www.clemson.edu/mthsc/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 approval of course selection.**

² See Business School College Advising Center list of approved courses. Note: Students must complete the General Education Cross-Cultural Awareness (CCA) requirement. This requirement may be fulfilled by "double-dipping" with the business International or Non-Literature requirement. See the 2009-10 Undergraduate Announcements (p.34) for additional ways to satisfy the CCA requirement.

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 (p.34 in Undergraduate Announcements). This requirement may be satisfied by other courses in the curriculum. In this case, elective hours will be used.

See back of worksheet for more footnotes.

Notes:

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

B. Students must place material in an electronic General Education portfolio to document their work on General Education competencies. Information and instructions are available at <http://MyCLE.clemson.edu>.

Junior Year

First Semester

- 3 MKT 302 Consumer Behavior
- 3 LAW 322 Legal Environment of Business
- 3 MKT 431 Marketing Research
- 3 ENGL 304 Business Writing *or* ML 402 *or*
AS 309/310/409/410
- 3 Support Requirement⁵_____
- 15 Hours

Second Semester

- 3 FIN 306 Corporation Finance
- 3 MKT 427 International Marketing
- 3 Emphasis Requirement⁶_____
- 3 Support Requirement⁵_____
- 1 Elective³_____
- 3 Elective³_____
- 16 Hours

Senior Year

First Semester

- 3 MGT 415 Business Strategy
- 3 Emphasis Requirement⁶_____
- 3 Support Requirement⁵_____
- 3 MKT 420 Professional Selling
- 3 Elective³_____
- 15 Hours

Second Semester

- 3 MKT 450 Strategic Marketing Management
- 3 Emphasis Requirement⁶_____
- 3 Support Requirement⁵_____
- 3 Support Requirement⁵_____
- 3 Elective³_____
- 15 Hours

Total Hours 121

⁵ Chosen jointly by the student and the advisor. These must support the emphasis area selected by the student. Certain minors (see p. 85 Undergraduate Announcements) may be used to satisfy the support courses requirement. See departmental advisor.

⁶ As part of the major requirements, Marketing students follow one of four available specialization tracks, or Emphasis Areas. Requirements for each Emphasis Area are listed below.

General Marketing:

Any three (3) 300- or 400-level MKT courses.

Services Marketing:

MKT 428 and any two (2) 300- or 400-level MKT courses.

Sport Marketing:

MTK 321 and any two (2) 300- or 400-level MKT courses.

Technical Marketing:

MKT 426 and any two (2) 300- or 400-level MKT courses.