

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 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 Advising Worksheet (2015-16)

Freshman Curriculum

<u>First Semester</u>	<u>Second Semester</u>
<p>3 ECON 2110 Principles of Microeconomics</p> <p>3 MATH 1020 Intro. to Math Analysis¹</p> <p>3 PSYC 2010 Introduction to Psychology <i>or</i> 3 SOC 2010 Introduction to Sociology</p> <p>4 Natural Science w/ lab⁴ _____</p> <p>1 BUS 1010 Business Foundations</p> <p><u>1</u> Elective³ _____</p> <p>15 Hours</p>	<p>3 ECON 2120 Principles of Macroeconomics</p> <p>3 MATH 2070 Multivariable Calculus¹</p> <p>3 ENGL 1030/1031 Accelerated Composition</p> <p>3 COMM 1500/1501 Intro. to Human Comm. <i>or</i> 3 COMM 2500/2501 Public Speaking <i>or</i> approved cluster</p> <p><u>3</u> STS Req.⁴ _____</p> <p>15 Hours</p>

Marketing BS Curriculum

<u>First Semester</u>	<u>Second Semester</u>
<p>3 STAT 3090 Introductory Business Statistics</p> <p>3 ACCT 2010 Financial Accounting Concepts</p> <p>3 MGT 2010 Principles of Management</p> <p>3 MKT 3010 Principles of Marketing⁸</p> <p><u>3</u> Non-Literature Req.⁴ _____</p> <p>15 Hours</p>	<p>3 MKT 3310 Marketing Metrics and Analytics</p> <p>3 ACCT 2020 Managerial Accounting Concepts</p> <p>3 Professional Development Req.² _____</p> <p>3 Cross-Cultural Awareness Req.^{4,8} _____</p> <p><u>3</u> Literature Req.^{4,8} _____</p> <p>15 Hours</p>

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 <https://mthsc.clemson.edu/cmpt/> and follow the instructions. Acceptable math sequences include: 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. **See advisor for approval of course selection.**

² See advisor. May include GC1990, INT 1010 or 2010, 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.

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.38 in Undergraduate Announcements). Some general education requirements may be satisfied by other courses in the curriculum (double-dipping). In this case, elective hours will be used.

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 Behavior⁸
- 3 LAW 3220 Legal Environment of Business
- 3 MKT 4310 Marketing Research⁷
- 3 ENGL 3040 Business Writing
- 3 Support Req.^{5,8} _____
- 15 Hours

Second Semester

- 3 FIN 3060 Corporation Finance⁸
- 3 MKT 4200 Professional Selling⁸
- 3 Marketing Req.⁶ _____
- 3 Support Req.^{5,8} _____
- 3 Elective³ _____
- 1 Elective³ _____
- 16 Hours

Senior Year

First Semester

- 3 MGT 4150 Business Strategy⁷
- 3 MKT 4270 International Marketing
- 3 Marketing Req.⁶ _____
- 3 Support Req.^{5,8} _____
- 3 Elective³ _____
- 15 Hours

Second Semester

- 3 MKT 4500 Strategic Marketing Management⁷
- 3 Marketing Req.⁶ _____
- 3 Support Req.^{5,8} _____
- 3 Support Req.^{5,8} _____
- 3 Elective³ _____
- 15 Hours

Total Hours 121

⁵ Chosen jointly by the student and the advisor. Certain minors (see p. 93 Undergraduate Announcements) 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 departmental advisor.

⁶ Select from any MKT 3000- and 4000- level content courses except for MKT 3980, 3990, 4980, or 4990.

⁷ Must be taken at Clemson University.

⁸ Reserving this course, electives, and coursework for some minors (when possible) for a study abroad semester increases study abroad opportunities. Contact the Office of Student Enrichment (374 Sistine) for further information and assistance with study abroad opportunities.