

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 (2023-24)

### Freshman Curriculum

<u>First Semester</u>	<u>Second Semester</u>
<p><b>3 ECON 2110 Principles of Microeconomics</b></p> <p><b>3 MATH 1020/1021 Business Calculus I <sup>1, 5</sup></b></p> <p>3 PSYC 2010 Introduction to Psychology <i>or</i></p> <p style="padding-left: 20px;">3 SOC 2010 Introduction to Sociology</p> <p><b>4 Natural Science w/ lab <sup>4</sup> _____</b></p> <p><b>1 BUS 1010 Business Foundations</b></p> <p><u>1</u> Elective <sup>3</sup> _____</p> <p>15 Hours</p>	<p><b>3 ECON 2120 Principles of Macroeconomics</b></p> <p><b>3 MATH 2070/2071 Business Calculus II <sup>1</sup></b></p> <p><b>3 ENGL 1030/1031 Composition and Rhetoric</b></p> <p>3 COMM 1500/1501 Intro. to Human Comm. <i>or</i></p> <p style="padding-left: 20px;">3 COMM 2500/2501 Public Speaking <i>or</i> approved cluster</p> <p><u>3</u> SC REACH Act (HIST 1010; POSC 1010, 1030)</p> <p>15 Hours</p>

### Marketing BS Curriculum

#### Sophomore Year

<u>First Semester</u>	<u>Second Semester</u>
<p>3 STAT 3090/3091 Intro Business Statistics</p> <p>3 ACCT 2010 Financial Accounting Concepts</p> <p>3 MGT 2010 Principles of Management <sup>9</sup></p> <p>3 MKT 3010 Principles of Marketing <sup>9</sup></p> <p><u>3</u> Non-Literature Req. <sup>4</sup> _____</p> <p>15 Hours</p>	<p>3 MKT 3310 Marketing Metrics and Analytics</p> <p>3 ACCT 2020 Managerial Accounting Concepts <i>or</i></p> <p style="padding-left: 20px;">3 ACCT 3030 Cost Accounting</p> <p>3 Marketing Req. <sup>7</sup> _____</p> <p>1 BUS 2010 Business Professionalism</p> <p>3 Global Challenges <sup>4</sup> _____</p> <p><u>3</u> Literature Req. <sup>4, 9</sup> _____</p> <p>16 Hours</p>

<sup>1</sup> Placement into the appropriate math class is based on the student's score from the Clemson Math Placement Test or 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.**

<sup>2</sup> Currently not used.

<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.

<sup>4</sup> 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 120 total hours. Global Challenges credit hours must be selected from two different fields unless identified as interdisciplinary. At least three credit hours must be selected from a course(s) at the 3000-level or higher. A transfer course may **not** be used to satisfy the General Education Global Challenges Requirement. While a transfer course may fulfill other degree requirements, students must enroll in a Clemson course(s) on the Global Challenges list to fulfill the Global Challenges Requirement.

<sup>5</sup> A grade of C or better is required to take MATH 2070.

**Notes:**

A. 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 Behavior <sup>9</sup>
- 3 LAW 3220 Legal Environment of Business
- 3 MKT 4310 Marketing Research
- 3 Support Req. <sup>6,9</sup> \_\_\_\_\_
- 3 Elective <sup>3</sup> \_\_\_\_\_
- 15 Hours

**Second Semester**

- 3 FIN 3060 Corporation Finance <sup>9</sup> *or*
- 3 FIN 3110 Financial Management I <sup>9</sup>
- 3 MKT 4200 Professional Selling <sup>9</sup>
- 1 BUS 3010 Business Ethics
- 3 Global Challenges <sup>4</sup> \_\_\_\_\_
- 3 Support Req. <sup>6,9</sup> \_\_\_\_\_
- 3 Elective <sup>3</sup> \_\_\_\_\_
- 16 Hours

**Senior Year**

**First Semester**

- 3 MKT 4270 International Marketing <sup>9</sup>
- 3 Marketing Req.<sup>7</sup> \_\_\_\_\_
- 3 ENGL 3040 Business Writing
- 3 Support Req.<sup>6,9</sup> \_\_\_\_\_
- 3 Elective <sup>3</sup> \_\_\_\_\_
- 15 Hours

**Second Semester**

- 3 MKT 4500 Strategic Marketing Management
- 3 MGT 4150 Business Strategy <sup>8</sup>
- 3 Marketing Req.<sup>7</sup> \_\_\_\_\_
- 3 Support Req.<sup>6,9</sup> \_\_\_\_\_
- 1 Elective <sup>3</sup> \_\_\_\_\_
- 13 Hours

Total Hours 120

<sup>6</sup> In consultation with their advisor, students should strategically select courses from the marketing support course list. Certain minors may be used to satisfy the Support Courses Requirement. The 12 hours of support courses allocated by the Marketing Department curriculum is usually not enough to complete a minor. Students may need to use an elective or take extra classes to complete minor class requirements. A maximum of nine hours can be from MKT 2980, 3980, 3990, 4980, and 4990.

<sup>7</sup> Select from any 3000- or 4000- level MKT courses except for MKT 3980, 3990, 4980, or 4990.

<sup>8</sup> Must be taken at Clemson University.

<sup>9</sup> Reserving this course, electives, and coursework for some minors (when possible) increases study abroad course options. Contact the Office of Career and Global Engagement for further information and assistance with study abroad opportunities.