

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 (2024-2025)

### 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)<sup>2</sup></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>8</sup></p> <p>3 MKT 3010 Principles of Marketing</p> <p><u>3</u> Non-Literature Req. <sup>4, 8</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 MKT 3020 Consumer Behavior</p> <p>1 BUS 2010 Business Professionalism</p> <p>3 Elective<sup>3</sup> _____</p> <p>3 Lit. Req. <sup>4, 8</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, the math portion of their SAT or ACT test, or approved transfer credit. 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 consider MATH 1060/ MATH 1080. **See advisor for approval of course selection.**

<sup>2</sup> Students should consult with their Academic Advisor before taking an equivalent course elsewhere as not all transfer courses cover all material required by SC State Law (SC. 38 as amended).

<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. 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 3xxx or 4xxx level General Education Global Challenges Requirement. Approved 1xxx-2xxx level courses may be transferred for the "any level" equivalent.

<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 3250 Professional Selling <sup>8</sup>
  - 3 LAW 3220 Legal Environment of Business
  - 3 MKT 4310 Marketing Research
  - 3 Global Challenges <sup>4</sup> \_\_\_\_\_
  - 3 Elective <sup>3</sup> \_\_\_\_\_
- 15 Hours

### Second Semester

- 3 FIN 3060 Corporation Finance <sup>8</sup> or
  - 3 FIN 3110 Financial Management I <sup>8</sup>
  - 3 Marketing Emph. Area Req. <sup>9</sup>
  - 1 BUS 3010 Business Ethics
  - 3 Global Challenges <sup>4</sup> \_\_\_\_\_
  - 3 Support Req. <sup>6</sup> \_\_\_\_\_
  - 3 Elective <sup>3</sup> \_\_\_\_\_
- 16 Hours

## Senior Year

### First Semester

- 3 Marketing Emph. Area Req. <sup>8,9</sup>
  - 3 Marketing Emph. Area Req. <sup>8,9</sup>
  - 3 PCID 3040 Business Comm. & Info Design
  - 3 Support Req. <sup>6</sup> \_\_\_\_\_
  - 3 Support Req. <sup>6</sup> \_\_\_\_\_
- 15 Hours

### Second Semester

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

Total Hours 120

<sup>6</sup> In consultation with their advisor, Marketing majors must complete a support requirement consisting of 15 hours beyond coursework required by the pre-business curriculum, general education curriculum, marketing curriculum and marketing concentration requirements. Students should choose ONE of the following two ways to satisfy this requirement: (1) Declare and complete an approved minor that requires AT LEAST 15 hours of additional coursework, OR (2) Complete a total of 15 hours of additional coursework of which 3 credit hours are 2000-level and above and the remaining 12 credit hours are 3000-level and above of any combination of courses within ACCT, ANTH, BUS, COMM, CPSC, ECON, ELE, FIN, GC, HON, MGT, MKT, NPL, PHIL, PSYC, SOC, STAT.

<sup>7</sup> Must be taken at Clemson University.

<sup>8</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.

<sup>9</sup> Marketing majors must complete an emphasis area consisting of nine hours beyond the course work required by the marketing curriculum and the support area requirements. Students should choose ONE of the following ways to satisfy this requirement:

#### **Research & Insights**

MKT 4320  
**Plus 6 hours from:**  
ANTH 4030  
ANTH 4800  
ECON 3140  
ECON 4050/4051  
ECON 4060  
ECON 4300  
MGT 2180  
MGT 3100  
MKT 3320  
MKT 3980/4980  
MKT 3900+  
MKT 4900+  
MKT 4910+  
POSC 3410  
SOC 4060  
WS 3500

#### **Advertising & Media**

MKT 3320 or 3220  
MKT 4230 or 4430  
**Plus 3 hours from:**  
GC 3000/4000 level  
MKT 3220  
MKT 3320  
MKT 3980/4980  
MKT 4230  
MKT 4430

#### **Sales**

MKT 4220++  
MKT 4240++  
**Plus 3 hours from:**  
MKT 3320  
MKT 3980/4980  
MKT 4260  
MKT 4360++

#### **Experiential Marketing**

MKT 4280  
**Plus 6 hours from:**  
MKT 3030  
MKT 3210  
MKT 3220  
MKT 3320  
MKT 3980/4980  
MKT 4250  
MKT 4260  
MKT 4270  
MKT 4290  
MKT 4320  
MKT 4330  
GC 3710  
GC 3720

#### **General Marketing**

9 hours of any 3000- or 4000-level MKT courses not including MKT courses required in the marketing curriculum.

**+Requires acceptance in the Honors College.**

**++These courses plus MKT 3980 Sales Experiential require acceptance in the Sales Innovation Program (SIP). You must be in SIP to pursue the Sales concentration area.**