

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 based on their major, so students should endeavor to complete the core requirements and declare Marketing as their major as soon as possible.

## **Business Majors Curriculum Worksheet (2024-25)**

### **Freshman Curriculum**

#### **First Semester**

3 **ECON 2110 Principles of Microeconomics**  
 3 **MATH 1020/1021 Business Calculus I** <sup>1, 5</sup>  
 3 PSYC 2010 Introduction to Psychology or  
     3 SOC 2010 Introduction to Sociology  
 4 **Natural Science w/ lab** <sup>4</sup> \_\_\_\_\_  
 1 **BUS 1010 Business Foundations**  
 1 Elective <sup>3</sup> \_\_\_\_\_  
 15 Hours

#### **Second Semester**

3 **ECON 2120 Principles of Macroeconomics**  
 3 **MATH 2070/2071 Business Calculus II** <sup>1</sup>  
 3 **ENGL 1030/1031 Composition and Rhetoric**  
 3 COMM 1500/1501 Intro. to Human Comm. or  
     3 COMM 2500/2501 Public Speaking or  
     approved cluster  
 3 SC REACH Act (HIST 1010; POSC 1010, 1030) <sup>2</sup>  
 15 Hours

### **Marketing BS Curriculum**

#### **Sophomore Year**

#### **First Semester**

3 STAT 3090/3091 Intro Business Statistics  
 3 ACCT 2010 Financial Accounting Concepts  
 3 MGT 2010 Principles of Management <sup>8</sup>  
 3 MKT 3010 Principles of Marketing  
 3 Non-Literature Req. <sup>4, 8</sup> \_\_\_\_\_  
 15 Hours

#### **Second Semester**

3 MKT 3310 Marketing Metrics and Analytics  
 3 MKT 3020 Consumer Behavior <sup>8</sup>  
 3 ACCT 2020 Managerial Accounting Concepts or  
     3 ACCT 3030 Cost Accounting  
 1 BUS 2010 Business Professionalism  
 3 Literature Req. <sup>4, 8</sup> \_\_\_\_\_  
 3 Elective <sup>3</sup> \_\_\_\_\_  
 16 Hours

<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 and/or 1080, one credit-hour per course will be applied toward the elective hour requirements. 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> See South Carolina REACH Act Requirement in the Academic Regulations section of the catalog. Students should consult with their academic advisor before taking an equivalent course elsewhere as not all transfer courses cover all material required.

<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 lists in the catalog. If this requirement is met through the completion of another General Education requirement, students may need to complete three additional elective hours to meet 120 total hours required for the degree. 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 3000 or 4000 level General Education Global Challenges Requirement.

<sup>5</sup> A grade of C or better is required to take MATH 2070/2071.

#### **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 Global Challenges <sup>4</sup> \_\_\_\_\_
- 3 LAW 3220 Legal Environment of Business
- 3 MKT 4310 Marketing Research
- 3 MKT 3250 Professional Selling
- 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>8,9</sup> \_\_\_\_\_
- 1 BUS 3010 Business Ethics
- 3 Global Challenges <sup>4</sup> \_\_\_\_\_
- 3 Support Course Req. <sup>6,8</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 Writing
- 3 Support Course Req. <sup>6,8</sup> \_\_\_\_\_
- 3 Support Course Req. <sup>6,8</sup> \_\_\_\_\_
- 15 Hours

**Second Semester**

- 3 MKT 4500 Strategic Marketing Management
- 3 MGT 4150 Business Strategy <sup>7</sup>
- 3 Support Course Req. <sup>6,8</sup> \_\_\_\_\_
- 3 Support Course Req. <sup>6,8</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 marketing curriculum and the marketing emphasis area requirement. Students should choose ONE of the following two ways to satisfy this requirement: (1) Declare and complete a minor requiring AT LEAST 15 hours of additional coursework, OR (2) Complete a total of 15 hours of additional coursework from any combination of courses within ACCT, ANTH, BUS, COMM, CPSC, ECON, ELE, FIN, GC, HON, MGT, MKT, NPL, PHIL, PSYC, SOC, STAT. Three of these credit hours must be at the 2000-level or above and the remaining 12 credit hours must be at the 3000-level or above.

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

<sup>8</sup> This course, electives, and coursework for some minors are study abroad course options dependent on the chosen study abroad program. Contact the Office of Global Engagement for more information and assistance in exploring 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 2 courses  
selected from:  
ANTH 4030  
ANTH 4800  
ECON 3140  
ECON 4050/4051  
ECON 4060  
ECON 4300  
MGT 2180  
MGT 3100  
MKT 3320  
MKT 3980/4980  
MKT 3900/4900/4910+  
POSC 3410  
SOC 4060  
WS 3500

**Advertising & Media**

MKT 3220 **or** 3320  
MKT 4230 **or** 4430  
Plus 1 course  
selected from:  
GC 3000/4000 level  
MKT 3220  
MKT 3320  
MKT 3980/4980  
MKT 4230  
MKT 4430

**Sales++**

MKT 4220++  
MKT 4240++  
Plus 1 course  
selected from:  
MKT 3320  
MKT 3980/4980  
MKT 4260  
MKT 4360++

**Experiential  
Marketing**

MKT 4280  
Plus 2 courses  
selected 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**

3 courses  
selected from:  
Any 3000/4000  
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 emphasis area.