

B.S. Marketing: 2025-2026

Pre-Business Curriculum

First Semester	Second Semester
3 ANTH 2010 or PSYC 2010 or SOC 2010 1 BUS 1010 Business Foundations¹ 3 ECON 2110 Principles of Microeconomics¹ 1 Elective _____ 3 MATH 1020/1021 Business Calculus I^{1,2} 4 Natural Science w/ Lab¹	3 COMM 1500/1501 Intro to Human Comm. or 3 COMM 2500/2501 Public Speaking or 3 Approved Cluster ³ 3 ECON 2120 Principles of Macroeconomics¹ 3 ENGL 1030/1031 Composition and Rhetoric¹ 3 MATH 2070/2071 Business Calculus II^{1, 2} 3 South Carolina REACH Act ⁴

Marketing B.S. Curriculum

Sophomore Year

First Semester	Second Semester
3 ACCT 2010 Financial Accounting Concepts 3 Arts and Humanities (Non-Literature) Req ¹ 3 MKT 3010 Principles of Marketing 3 MGT 2010 Principles of Management 3 STAT 3090/3091 Introductory Bus. Stat.	3 Arts and Humanities (Literature) Req. ¹ 3 ACCT 2020 Managerial Acct. Concepts or 3 ACCT 3030 Cost Accounting 3 Elective _____ 3 MKT 3020 Consumer Behavior 3 MKT 3310 Marketing Metrics and Analytics 1 BUS 2010 Business Professionalism

Junior Year

First Semester	Second Semester
3 Elective _____ 3 Global Challenges Requirement ¹ 3 LAW 3220 Legal Environment of Business 3 MKT 3250 Professional Selling 3 MKT 4310 Marketing Research	1 BUS 3010 Business Ethics 3 Elective _____ 3 FIN 3060 Corporation Finance or 3 FIN 3110 Financial Management I 3 MKT 3320 Digital Marketing 3 Marketing Emphasis Area Req. ² 3 Support Course Requirement ³

NOTE: At least 50 percent of the total credits taken in ACCT, ECON, FIN, LAW, MGT, and MKT must be taken at Clemson University.

While every effort is made to ensure the accuracy of these planning aids, they are not meant to replace the university catalog and should only be used as supplemental resources.

Senior Year

First Semester	Second Semester
3 Marketing Emphasis Area ² 3 Marketing Emphasis Area ² 3 PCID 3040 Bus. Comm. & Info Design 3 Support Course Requirement ³ 3 Support Course Requirement ³	1 Elective _____ 3 MGT 4150 Business Strategy ⁴ 3 MKT 4500 Strategic Marketing Management 3 Support Course Requirement ³ 3 Support Course Requirement ³

Pre-Business Footnotes

¹ Freshman core curriculum class. Students must complete core classes before submitting an Undergraduate Change of Program/Major request from Pre-Business to a business major.

² The following sequences are acceptable: **MATH 1020/MATH 2070**, **MATH 1060/MATH 1080**, **MATH 1060/MATH 2070**. For each of the four-credit-hour courses taken, one credit will be applied toward the elective credit-hour requirement. Students considering a graduate degree in Economics or related fields should take **MATH 1060/MATH 1080**.

³ See **General Education Requirements**

⁴ See South Carolina REACH Act Requirement in the **Academic Regulations** section.

Marketing Degree Footnotes

¹ See **General Education Requirements**.

² Marketing majors must complete an emphasis area consisting of nine hours beyond the coursework required by the marketing curriculum and the support area requirement. Students should choose ONE of the following emphasis areas:

- **Research and Insights:** **MKT 4320** plus two courses selected from **ANTH 4030**, **ANTH 4800**, **ECON 3140**, **ECON 4050**, **ECON 4060**, **ECON 4300**, **MGT 2180**, **MGT 3100**, **MKT 3900**, **MKT 3980**, **MKT 4900**, **MKT 4910**, **MKT 4980**, **POSC 3410**, **SOC 4060**, and **WS 3500**.
- **Advertising and Media:** **MKT 4230**; plus two courses selected from **MKT 3220**, **MKT 3980**, **MKT 4430**, **MKT 4980** or any 3000/4000 level GC course.
- **Sales:** **MKT 4220** and **MKT 4240** plus one course selected from **MKT 3980**, **MKT 4260**, **MKT 4360**, and **MKT 4980**.
- **Experiential Marketing:** **MKT 4280** plus two courses selected from **GC 3710**, **GC 3720**, **MKT 3030**, **MKT 3210**, **MKT 3220**, **MKT 3980**, **MKT 4250**, **MKT 4260**, **MKT 4270**, **MKT 4290**, **MKT 4320**, **MKT 4330**, and **MKT 4980**.
- **General Marketing:** Any three 3000- or 4000-level MKT courses.

³ Marketing majors must complete a support area consisting of 15 hours beyond the 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:

- Declare and complete a minor or a certificate. A minor or certificate that consists of fewer than 15 hours of coursework may be supplemented with courses selected from the subjects listed below.

OR

- 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, PYSC, SOC, STAT. Three of these credit hours may be at the 1000 or 2000 level; the remaining 12 credit hours must be at the 3000 level or above.

⁴ Must be taken at Clemson University.