Pre-Business Program
The Pre-Business program provides students planning to earn Bachelor of Science degrees in Accounting, Economics, Financial Management, Management, and Marketing with a sound academic preparation for these degrees. All Pre-Business students complete a common curriculum during the freshman year. All new Business students (including transfer students) are admitted into the Pre-Business program until the following core classes are satisfactorily completed and the grade-point average requirement is met: BUS 1010, ECON 2110, 2120, MATH 1020, 2070 or acceptable sequence, ENGL 1030, and a natural science with laboratory requirement.

Change of Major into Pre-Business
Students who change majors into Pre-Business must have completed at least 12 credit hours at Clemson and must have a 2.0 minimum cumulative grade-point average.

Freshman Curriculum
First Semester
1 - BUS 1010 Business Foundations1
3 - ECON 2110 Principles of Microeconomics1
3 - MATH 1020 Business Calculus I1,2,3
4 - MATH 1060 Calculus of One Variable I1,2,3 or
4 - MATH 1070 Calculus of One Variable II1,2,3
3 - PSYC 2030 Introduction to Psychology or
3 - SOC 2010 Introduction to Sociology
4 - Natural Science Requirement1,3
1 - Elective
15
Second Semester
1 - COMM 1520 Intro. to Human Comm. or
1 - COMM 2500 Public Speaking
3 - ECON 2120 Principles of Macroeconomics1
3 - ENGL 1030 Composition and Rhetoric1
3 - MATH 2070 Business Calculus II1,2,3 or
4 - MATH 1080 Calculus of One Variable II1,2,3
3 - Science and Tech. in Society Requirement1,3
15
1Freshman core curriculum class. Students must complete core classes before submitting a change-of-major request from Pre-Business to a business major.
2The following sequences are acceptable: MATH 1020/2070, 1060/1080, 1060/2070. 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 1060/1080.
3See General Education Requirements.

Admission to Business Degree Programs
To be eligible for admission into the Bachelor of Science degree programs in Accounting, Economics, Financial Management, or Management, students must have completed the courses outlined in the freshman core curriculum and have a cumulative grade-point average of 2.0 or higher. Students wishing to enter the Marketing Program must have completed the freshman core curriculum and have a Clemson/Bridge cumulative grade-point average of 3.0 or higher.

Students should initiate a Request to Change Academic Program form with the College of Business Academic Advising Center in G-02 Sirrine Hall after completing the freshman core curriculum. Students who fail to meet the requirements for admission to a degree-granting business program may remain in Pre-Business until those requirements are met, but only until 64 semester hours of coursework have been completed. Students who exceed 64 credit hours and still do not meet the requirements for admission into a degree program must declare another major.

Transfer Credit Policy
For upper level undergraduates business courses (3000- and 4000-level courses with the rubrics of ACCT, BUS, ELE, FIN, LAW, MGT and MKT) transfer credits will only be accepted from AACSB International and/or EQUIS accredited institutions. Transfer credits from non-US institutions that do not hold either accreditation may be evaluated on a case-by-case basis.

ROTC PROGRAMS
Aerospace Studies (AFROTC)
Air Force Reserve Officer Training Corps (AFROTC) is designed to "develop quality leaders for the Air Force." Students can earn a minor in Aerospace Studies and a commission as Second Lieutenants while pursuing a bachelor’s degree. Clemson’s program has won numerous local and national awards for excellence. The program includes courses in foundations of the Air Force, air power history, leadership and management, and national security affairs. In addition to courses, students participate in a weekly leadership laboratory. "Lead Lab" provides students a training environment to practice leadership principles in a cadet-led Air Force wing. Throughout the program, cadets hone their communication skills through various leadership positions, briefings, and papers. The first year of the program, Foundations of the United States Air Force, introduces students to the Air Force and AFROTC. It provides an overview of the basic characteristics, missions, and organization of the Air Force. The second year, The Evolution of USAF Air and Space Power, features topics on Air Force heritage and leaders; and introduces air and space power through examination of distinct capabilities and functions. The third year, Air Force Leadership Studies, teaches cadets advanced skills and knowledge in management and leadership. Special emphasis is placed on enhancing leadership skills. Cadets have an opportunity to try out these leadership and management techniques in a supervised environment as juniors and seniors. The fourth year, National Security Affairs and Preparation for Active Duty, is designed for college seniors and gives them the foundation to understand their role as military officers in American society. It is an overview of complex social and political issues facing the military profession and requires a measure of sophistication commensurate with the senior college level. Seniors are also prepared to enter active duty as they transition from student to Air Force Officer. For additional information, contact the Department of Aerospace Studies.

Military Leadership (Army ROTC)
Army Reserve Officer Training Corps (Army ROTC) is all about leadership. Students that complete the entire program may earn a commission as a Lieutenant in the Army Reserve, National Guard, or Active Army. The first two years of the program are open to all students. During the freshman year, the focus is on learning individual leadership skills such as time management, character, values, setting goals, and conducting meetings. The sophomore year emphasizes
teamwork, team leading, communication/briefings, decision making, team values, and organizational culture and vision. Juniors primarily learn how to plan and conduct training for large groups and are evaluated in leadership positions. Seniors focus on organizational leadership as they plan and run the organization, conduct individual counseling, and evaluate the juniors’ performance in leadership positions. This prepares them for their career as an Army Officer once they graduate. A minor in Military Leadership can be earned by completing the program. Enrollment requires no military obligation until the sophomore year for those on an Army scholarship or the junior year for those without a scholarship. Additional information is available from the Military Leadership Department.

ACCOUNTING
Bachelor of Science
The program leading to the Bachelor of Science degree in Accounting prepares students for careers as professional accountants. Students completing this program are well prepared to begin professional careers in corporate accounting or internal auditing or to continue study at the graduate level.

Students planning to become Certified Public Accountants should note that the requirements for certification in South Carolina include 150 hours of collegiate education and completion of a bachelor's degree. Other states have similar requirements. The faculty of the School of Accountancy believes these requirements are best met with a bachelor’s degree in Accounting and completion of the Master of Professional Accountancy (MPAcc) degree program. The MPAcc program also enhances the preparation of students pursuing accounting careers in areas of specialization such as assurance services and taxation.

Admission to the MPAcc program is separate from admission to the undergraduate program. It is based on the student's undergraduate record and score on the Graduate Management Admissions Test (GMAT). For information, contact the School of Accountancy, 300 Sirrine Hall.

In addition to accounting and business courses, the Bachelor of Science curriculum is devoted to English, public speaking, mathematics, natural and social sciences, and the humanities. Thus, students in the accounting program obtain a broad-based education that not only gives them accounting expertise but also contributes to their proficiency in analytical, communication, and interpersonal skills. Along with the general business accreditation held by the College, the Accounting degree programs offered by the School of Accountancy are separately accredited by AACSB International, the only accrediting agency for business programs. Students wishing to change majors into the accounting program must have a 2.0 or higher Clemson/Bridge cumulative grade-point average.

Sophomore Year
First Semester
3 - ACCT 2010 Financial Accounting Concepts
3 - CPSC 2200 Microcomputer Applications or
3 - MGT 2180 Management Personal Computer Applications
3 - STAT 3090 Introductory Business Statistics
3 - Arts and Humanities (Non-Lit.) Requirement\(^1\)
3 - Fine Arts Requirement\(^2\)
\(\text{Total Semester Hours} = 15\)

Second Semester
3 - ACCT 3110 Intermediate Financial Acct. I
3 - MGT 2010 Principles of Management
3 - MGT 3100 Intermediate Business Statistics
3 - MGT 3100 Principles of Marketing
3 - Arts and Humanities (Literature) Requirement\(^1\)
1 - Elective
\(\text{Total Semester Hours} = 15\)

Junior Year
First Semester
3 - ACCT 3120 Intermediate Financial Acct. II
3 - ACCT 3220 Accounting Information Systems
3 - ENGL 3040 Business Writing
3 - FIN 3110 Financial Management I
3 - Cross-Cultural Awareness Requirement\(^1\)
\(\text{Total Semester Hours} = 15\)

Second Semester
3 - ACCT 3130 Intermediate Financial Acct. III
3 - ACCT 4150 Auditing
3 - FIN 3120 Financial Management II
3 - LAW 3220 Legal Environment of Business
4 - Elective
\(\text{Total Semester Hours} = 16\)

Senior Year
First Semester
3 - ACCT 3030 Cost Accounting
3 - ACCT 4040 Individual Taxation\(^3\) or
3 - ACCT 4060 Business Taxation\(^3\)
3 - Business Requirement\(^4\)
3 - International Business Requirement\(^5\)
3 - Elective
\(\text{Total Semester Hours} = 15\)

Second Semester
3 - ACCT 3990 Internship in Accounting\(^6\) or
3 - Business Requirement\(^6\)
3 - ACCT 4100 Contemporary Reporting and Management Control Systems
3 - MGT 4150 Business Strategy\(^7\)
3 - Business Requirement\(^8\)
3 - Elective
\(\text{Total Semester Hours} = 15\)

\(\text{Total Semester Hours} = 122\)

3 - MGT 4150 must be taken at Clemson University.
Note: At least 50 percent of the total credits taken in ACCT, ECON, FIN, LAW, MGT, and MKT must be taken at Clemson University.

ECONOMICS
A bachelor's degree in Economics provides a thorough understanding of business, society, and public policy and prepares students for a wide range of careers. By combining general education courses and a strong course of study in economics, students can prepare for graduate studies in business, law, or any of the social sciences, as well as for careers in business and government.

The Department of Economics offers two undergraduate degree paths. The Bachelor of Arts degree emphasizes modern language skills and offers students maximum freedom to tailor their course of study to their specific interests and career goals. A broad choice of minors is available for this program. The Bachelor of Arts program requires 30 credit hours in economics, which should be satisfied by completing ECON 2110, 2120, and 24 credits of coursework above the sophomore level. Bachelor of Arts majors must complete ECON 3140 and 3150. ECON 4050 is strongly recommended but not required.

The Bachelor of Science program emphasizes business applications. It requires 31 credit hours in economics, which should be satisfied by completing ECON 2110, 2120, and 25 credits of coursework above the sophomore level. Bachelor of Science majors must complete ECON 4050 in addition to 3140 and 3150. Students wishing to change majors into the Bachelor of Science program in Economics must have a 2.0 or higher Clemson/Bridge cumulative grade-point average.

Minors
A minor field is required of students in both the Bachelor of Arts and the Bachelor of Science degree programs. Economics majors may choose, in consultation with their advisors, any College-approved minor (see page 100).

Students who wish to combine the curriculum in Economics with secondary-school teaching should take the degree in Education with a teaching area in Economics. The courses taken will be those required for teaching certification as specified by the South Carolina Department of Education, as well as those required for an Economics major.

Combined Bachelor’s/Master's Plan
The Department of Economics allows students to count up to 12 hours of graduate credit (8000-level courses) toward both the bachelor's and master's degrees. Students participating in this program must have a minimum grade-point average of 3.4 and be admitted to the Graduate School prior to registering for graduate courses. Details of the suggested curriculum and program information are available from the Department of Economics.
Dual Degree Program with Université Catholique de Louvain in Belgium
The Economics Department has a dual degree pro-
gram with the Université Catholique de Louvain in
Belgium. Students spend one semester taking courses
at the University of Maastricht in The Netherlands
and two semesters at UCL in Louvain la Neuve, Bel-
gium. The instruction at Maastricht is in English, and
the instruction at UCL is in French. After returning
to Clemson to complete their studies, students will
earn bachelor degrees from both Clemson and UCL.
Students must be proficient in French to participate
in the program. Interested students should contact
the Department of Economics for information.

Change of Major into Bachelor of
Arts in Economics
Students who change majors into Bachelor of Arts
in Economics must have a 2.0 minimum Clemson/
Bridge cumulative grade-point average.

Bachelor of Arts
Freshman Year
First Semester
3 - ECON 2110 Principles of Microeconomics
3 - MATH 1020 Business Calculus I
3 - Modern Language Requirement
4 - Natural Science Requirement
2 - Elective
15
Second Semester
3 - ECON 2120 Principles of Macroeconomics
3 - ENGL 1030 Composition and Rhetoric
3 - MATH 2070 Business Calculus II
3 - Modern Language Requirement
3 - Science and Tech. in Society Requirement
4 - Elective
15
120 Total Semester Hours

Sophomore Year
First Semester
3 - ECON 3140 Intermediate Microeconomics
3 - MATH 3020 Stats. for Science and Engineering or
3 - STAT 3090 Introductory Business Statistics
3 - Arts and Humanities (Literature) Requirement
3 - Arts and Humanities (Non-Lit.) Requirement
3 - Elective
15
Second Semester
3 - ECON 3150 Intermediate Macroeconomics
3 - HIST 1730 The West and the World II
3 - Major Requirement
3 - Minor Requirement
3 - Elective
15
15
Junior Year
First Semester
4 - ECON 4050 Introduction to Econometrics
3 - FIN 3060 Corporation Finance or
3 - Major Requirement
3 - Minor Requirement
3 - Elective
16
Second Semester
3 - Major Requirement or
3 - Minor Requirement
3 - Elective
15
Senior Year
First Semester
3 - Major Requirement or
3 - Minor Requirement
9 - Elective
15
Second Semester
6 - Major Requirement or
3 - Minor Requirement
5 - Elective
14
120 Total Semester Hours

Students who complete a minor in Accounting or Financial
Management must complete three hours of electives to
replace the ACC 3100 or FIN 3060 requirement in the
Economics major.

Students considering a graduate degree in Economics or related
fields should take MATH 3020.

ECON 1050 1060 1070 2050 2070 2110 2120 3140 3150

Students must complete through 2020 in a modern language.
See Modern Languages Requirement at Clemson University
statement on page 27.

See General Education Requirements.

Cross-Cultural Awareness Requirement may be satisfied by other General
Education courses, by the International Studies Requirement,
or through the use of elective hours.

FIN 310 is recommended for Students minorin in Financial
Management.

Three credit hours must be selected from ECON 3440, 3500,
3600, 4020, 4100, 4240, 4260, 4350, 4550. Note: Only
ECON courses numbered 3160 and above may be used to
satisfy the Major Requirement.

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

FINANCIAL MANAGEMENT
Bachelor of Science

The Bachelor of Science in Financial Management
covers how to plan for and manage monetary resources
based on expectations about the future. Finance deals
with how to price assets, how to make investment and
project decisions, and how financial markets work. The
curriculum prepares students for careers in such areas
as corporate finance, banking, investments, financial
planning, insurance, and real estate. The curriculum
also provides excellent preparation for students
interested in graduate studies, including law school,
accounting or business administration.

The core of the curriculum provides a broad overview
of the major fields of finance, including corporate
finance, investments, real estate, and financial mar-
kets and institutions. Students then have the ability
to tailor courses by choosing an emphasis area that
focuses on a specific area of finance. Students who
complete the Financial Planning emphasis area are
eligible to sit for the Certified Financial Planner (CFP®)
examination.

Students wishing to change majors into the Financial
Management program must have a 2.0 or higher
Clemson/Bridge cumulative grade-point average.

Sophomore Year
First Semester
3 - ACCT 2100 Financial Accounting Concepts
3 - ECON 3140 Intermediate Microeconomics
3 - MATH 3020 Stats. for Science and Engineering or
3 - STAT 3090 Introductory Business Statistics
3 - MGT 2180 Mgt. Personal Computer Appl.
3 - Arts and Humanities (Non-Lit.) Requirement
3 - Elective
15
3600, 4020, 4100, 4240, 4260, 4350, 4550. Note: Only

Senior Year
First Semester
3 - Major Requirement
3 - Minor Requirement
9 - Elective
15
Second Semester
6 - Major Requirement
3 - Minor Requirement
6 - Elective
15
Senior Year
First Semester
3 - Major Requirement
3 - Minor Requirement
9 - Elective
15
Second Semester
6 - Major Requirement
3 - Minor Requirement
5 - Elective
14
120 Total Semester Hours

Students wishing to change majors into the Financial
Management program must have a 2.0 or higher
Clemson/Bridge cumulative grade-point average.

Sophomore Year
First Semester
3 - ACCT 2100 Financial Accounting Concepts
3 - CPSC 2200 Microcomputer Applications or
3 - MGT 2180 Mgt. Personal Computer Appl.
3 - MGT 2010 Principles of Management
3 - STAT 3090 Introductory Business Statistics
3 - Arts and Humanities (Non-Lit.) Requirement
3 - Elective
15
Junior Year
First Semester
- ENGL 3040 Business Writing
- FIN 3110 Financial Management I
- LAW 3220 Legal Environment of Business
- Elective

Second Semester
- ACCT 3120 Intermediate Financial Acct. II
- FIN 3050 Investment Analysis
- FIN 3120 Financial Management II
- Emphasis Area Requirement

Senior Year
First Semester
- ACCT 3030 Cost Accounting
- ACCT 3130 Intermediate Financial Acct. III
- FIN 3080 Financial Institutions and Markets
- Elective

Second Semester
- MGT 4150 Business Strategy
- Emphasis Area Requirement
- Elective

1. Total Semester Hours
2. See General Education Requirements. Note: Cross-Cultural Awareness Requirement may also be satisfied by some of these courses.
3. If this requirement is met through the completion of another General Education requirement, students will have three additional elective hours. Students must complete 121 hours total.
4. Fifteen credit hours from the following emphasis areas are required. Emphasis area should be selected before the end of the junior year in consultation with the advisor (not all courses are offered every semester).
5. Corporate Finance—FIN 4110, and two courses selected from FIN 4010, 4020, 4030, 4040, and two courses selected from FIN 3040, 3990, or any 4000-level FIN course, or any 3000-4000-level ACCT course. Credit will only be given for only one of FIN 4030 or 4040. Only one 3000-4000-level ACCT course may count toward the emphasis area.
6. Financial Planning—ACCT 4040 (should be taken spring of Junior year), 4580; FIN 3040, 4050, 4090. Due to CFP Board requirements, no substitutions are allowed.
7. Financial Services—FIN 4050, 4060, 4080, 4110; and one course selected from FIN 3040, 3990, or any 4000-level FIN course, or any 3000-4000-level ACCT course.
8. Real Estate—FIN 4150, 4160, 4170; LAW 3330; and one course from selected CRP 4010, ECON 3060, 3400, or FIN 3990, or any 4000-level FIN course, or any 3000-4000-level ACCT course.
9. MGT 4150 must be taken at Clemson University.

Notes:
1. Financial Management majors are required to have a minimum grade-point average of 2.0 in all FIN-designated courses to graduate. Only the last grade for courses that are repeated is used in computing this grade-point average.
2. At least 50 percent of the total credits taken in ACCT, ECON, FIN, LAW, MGT, and MKT must be taken at Clemson University.
3. Three credits of the same variable credit course, such as FIN 4980, are required to be used to satisfy emphasis area requirements.
4. No ACCT course already required by the major (ACCT 3030, 3110, 3120, 3130) may be used to fulfill an emphasis area requirement.

GRAPHIC COMMUNICATIONS
Bachelor of Science
The Bachelor of Science degree in Graphic Communications prepares students for professional careers in printing, publishing, packaging, and related industries. The core curriculum assures graduates of having the skills and knowledge required by most entry-level jobs. The major requirements allow each student to select courses that enhance career preparation in specific segments of graphic communications. Coursework is heavily oriented around individual laboratory performance, which stresses the development of problem-solving skills in a broad cross-section of manufacturing areas. Applications include all major processes and a variety of industry segments, including commercial printing, publishing, package production, specialty printing, and industrial applications of printing technology beyond communications. The most common career opportunities are in printing management, production planning and supervision, and commercial and technical sales.

The Graphic Communications program is designed to be completed in four years (eight semesters and one or two summers). While students must take one internship during a fall or spring semester, one or two summers are typically used to make up for that semester. The department schedules courses in summers for that purpose. Taking a reduced load per term or other circumstances could extend the time needed to meet graduation requirements.

Policy on Advancement in Graphic Communications
Graphic Communications majors must earn a C or better in prerequisite GC courses before enrolling in the next level GC course. Registration priority is given to those students for whom the course is a requirement.

Change of Major into Graphic Communications
Students who change majors into Graphic Communications must have completed at least 12 credit hours at Clemson, must have a 2.0 minimum cumulative grade-point average, and must have earned a B or better in GC 1020.

Freshman Year
First Semester
1. GC 1010 Orientation to Graphic Comm.
2. GC 1020 Foundations in Graphic Comm.
3. PSYC 2010 Introduction to Psychology
4. Approved Laboratory Science Requirement
5. Major Requirement

Second Semester
1. ENGL 1030 Composition and Rhetoric
2. GC 1040 Commercial Printing
3. ECON 2000 Economic Concepts
4. ECON 2110 Principles of Microeconomics
5. ENSP 2000 Intro. to Environmental Science
6. GC 3400 Digital Imaging and eMedia
7. GC 3460 Ink and Substrates

Sophomore Year
First Semester
1. ACCT 2010 Financial Accounting Concepts
2. GC 2070 Graphic Communications II
3. MGT 2110 Principles of Management
4. PKGS 1020 Intro. to Packaging Science
5. Arts and Humanities (Literature) Requirement

Second Semester
1. ACCT 2020 Managerial Accounting Concepts
2. ECON 2000 Economic Concepts
3. ECON 2110 Principles of Microeconomics
4. ENSP 2000 Intro. to Environmental Science
5. GC 3400 Digital Imaging and eMedia
6. GC 3460 Ink and Substrates

Junior Year
First Semester
1. COMM 1500 Intro. to Human Comm. or
2. COMM 2500 Public Speaking
3. GC 4060 Package and Specialty Printing
4. MGT 3010 Principles of Marketing
5. Major Requirement

Second Semester
1. ENGL 3140 Technical Writing
2. GC 4400 Commercial Printing
3. Arts and Humanities (Non-Lit.) Requirement
4. Major Requirement
5. Elective
### Second Semester

- GC 4480 Planning and Controlling Printing Functions
- GC 4800 Senior Seminar in Graphic Comm.
- Major Requirement
- Elective

#### 12 Credits Total Semester Hours

1. Must include four credit hours in chemistry (CH 1201 or 1205) and four credit hours in physics (PHYS 1220 or 1220/1220A).
2. Must be approved prior to registration. A total of 18 credits selected from any BIOL, CH, or PHYS courses that satisfy the General Education Mathematics or Natural Science Requirement, the Natural Science with Laboratory Requirement, or the Science and Technology in Society Requirement; or ACCT 350, ART 1050, 2110, 2130, 2150, 3160, 3150, 4110, 4130, 4150, AS 1090, 1090, ASL 1010, 1020, CHIN 1010, 1020, COMM 3300, 3350, 3220, 3320, 3480, 3550, 3620, 3650, 3740, 3710, 3720, 3730, 3740, 3750, 3760, CSPC 2220, 2310, 4620, EDA 3070, 4000, 4010, 4020, 4030, ECON 2210, 3020, 3200, 3260, 3270, 3320, 3410, 3930, 3920, 4020, ELE 3030, 3120, 3560, 4020, 4090, ENGL 4900, 4950, ENGR 1300, 1400, 2080, 2090, ENSP 4000, 4200, FIN 3010, 3010, 3050, 3100, GC 1990, 2400, 2990, 3990, 4070, 4450, 4510, 4550, 4900, 4990, GER 1010, 1020, IE 2010, 2020, 3840, 3860, 4600, 4620, 4870, ITAL 1010, 1020, JAPN 1010, 1020, LAW 3220, 4200, any LS course, MATH 2060, 2070, MGT 3060, 3070, 3100, 3120, 3150, 3170, 3180, 3900, 4000, 4020, 4040, 4060, 4120, 4150, 4160, 4220, 4310, 4320, 4310, 4350, 4350, 4355, 4360, 4400, 4520, 4600, 4620, 4870, ITAL 1010, 1020, JAPN 1010, 1020, LAW 3220, 4200, any LS course, MATH 2060, 2070, MGT 3060, 3070, 3100, 3120, 3150, 3170, 3180, 3900, 4000, 4020, 4040, 4060, 4120, 4150, 4160, 4220, 4310, 4320, 4310, 4350, 4350, 4340, 4350, 4350, 4410, 5010, 1020, 1020, MSEE 2100, PHIL 2240, PSYC 2020, 2040, 2060, 3220, 3680, 4220, 4350, 4540, FRTR 4450, PSYC 3300, 3680, 3690, RUSS 1010, 1020, SOC 2010, 2350, 3300, 3560, 4300, SPAN 1010, 1020, 1040, STAT 3300, 4110. NOTE: A maximum of four credits of BIOL, CH and PHYS courses, a maximum of one credit of LS core courses, a maximum of six credits of ECON courses, and a maximum of three credits of PSYC courses may be used to satisfy this requirement.

- Students who wish to minor in Business Administration may not select 2300.
- Select any ENGL course from General Education Arts and Humanities (Literature) Requirement.
- One internship must be in a fall or spring semester (summer—at least 12 weeks, fall/spring—at least 15 weeks). GC 4550 will not substitute for 4500.
- See General Education Requirements. This course or three elective credit hours may also satisfy the Cross-Cultural Awareness Requirement.
- Select from GC 1990, 2400, 2990, 3990, 4070, 4450, 4510, 4900.
Students wishing to change majors into the Marketing program must have a Clemson/Bridge cumulative grade-point average of 3.0 or higher. Students must also have completed the Pre-Business Program.

### Sophomore Year
#### First Semester
- 3 - ACCT 2010 Financial Accounting Concepts
- 3 - MGT 2010 Principles of Management
- 3 - MKT 3010 Principles of Marketing
- 3 - STAT 3090 Introductory Business Statistics
- 3 - Arts and Humanities (Non-Lit.) Requirement\(^1\)
- 15

#### Second Semester
- 3 - ACCT 2020 Managerial Acct. Concepts or
- 3 - ACCT 3030 Cost Accounting
- 3 - MKT 3310 Marketing Metrics and Analytics
- 3 - Arts and Humanities (Literature) Requirement\(^1\)
- 3 - Cross-Cultural Awareness Requirement\(^1\)
- 3 - Professional Development Requirement\(^2\)
- 15

### Junior Year
#### First Semester
- 3 - ENGL 3040 Business Writing
- 3 - LAW 3220 Legal Environment of Business
- 3 - MKT 3020 Consumer Behavior
- 3 - MKT 4310 Marketing Research\(^3\)
- 3 - Support Course Requirement\(^4\)
- 15

#### Second Semester
- 3 - FIN 3060 Corporation Finance or
- 3 - FIN 3110 Financial Management I
- 3 - MKT 4200 Professional Selling
- 3 - Marketing Requirement\(^1\)
- 3 - Support Course Requirement\(^4\)
- 4 - Elective
- 16

### Senior Year
#### First Semester
- 3 - MGT 4150 Business Strategy\(^3\)
- 3 - MKT 4270 International Marketing
- 3 - Marketing Requirement\(^1\)
- 3 - Support Course Requirement\(^4\)
- 3 - Elective
- 15

#### Second Semester
- 3 - MKT 4500 Strategic Marketing Management\(^5\)
- 3 - Marketing Requirement\(^1\)
- 6 - Support Course Requirement\(^4\)
- 3 - Elective
- 15

121 Total Semester Hours

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\(^1\)Selected by the student and the advisor from ARCH 1010, ART 1030, 1510, 1520, AUD 2700, AVS 1500, 1510, 2010, 2030, 2040, 2050, 2090, BIOL 2050, 2060, 2110, 2220, 2230, CE 2060, 2080, 2550, COMM 2100, CPSC 2120, CTE 3100, DSN 3700, ENGL 2130, FSIC 2140, FOR 2050, 2060, GC 1040, 1990, HCG 3350, HETH 2980, HORT 2710, IPM 4010, MKT 2980, MSE 2500, MUSC 2420, 2430, 2510, 2520, PES 2020, PHYS 2210, 2220, PKSC 2020, 2040, 2060, PLPH 3400, PRTM 2700, PSYC 2750, or any course in AS, or any 2000-level course in EES or HUN, or any 2000–3000-level course in ART, or any 2030–4000-level course in AGM, CH, CHE, ECE, ENGR, ENSP, GC, or ME, or any 3000-level course in PLPH, or any 3000–4000-level course in AAH, ACCT, AGED, AGR, AGRB, ANTH, ARCH ASL, ASTR, AUD, AVS, BCHM, BE, BIOE, BIOS, CE, CHIN, COMM, CPSC, CRD, CSM, CVT, DPA, ECON, EDEC, EDEL, EDF, EDSP, EDSC, ELE, ENGL, ENR, ENT, FDSC, FIN, FOR, FR, GW, GEN, GEOG, GEOL, GER, HIST, HETH, HORT, HUM, IE, ITAL, JPN, LANG, LARC, LAW, MATH, MKT, MICR, MKT, ML, MSE, MUSC, NPL, NURS, NUTR, PAS, PES, PHIL, PHYS, PKSC, PLPA, PSYC, REL, RS, RUSS, SOC, SPAN, STS, THEA, WFB, or any 4000-level course in AAH, AGM, BMOL, CRP, EDL, EDUT, EES, ETOX, FIN, HP, or STAT. Certain minors may be used to satisfy the Support Courses Requirement. A maximum of six hours can be from MKT 2980, 3980, 3990, 4980, and 4990. Select from any MKT 3000- and 4000-level content courses except for MKT 3980, 3990, 4980, or 4990.

\(^2\)Select from any MKT 3000- and 4000-level content courses except for MKT 3980, 3990, 4980, or 4990.

\(^3\)See General Education Requirements. Note: Cross-Cultural Awareness Requirement may also be satisfied by other General Education courses.

\(^4\)Select from COOP 1010, 2010, CPSC 2200, GC 1990, INT 1030, 1510, 2010, 2510, 3010, MGT 2180, MKT 3980, 3990, 4980, or 4990; or other professional development courses approved by a department advisor. Courses cannot count toward both Support Course Requirement and Professional Development Requirement. Students meeting the Professional Development Requirement with a zero-credit COOP or INT course will need three additional elective credits to meet the 121 total credits requirement for the major.

\(^5\)Must be taken at Clemson University.
MINORS
Following are minors acceptable for students in the College of Business. Students cannot major and minor in the same field or acquire a minor that is not allowed by the degree program.

Accounting
Adult/Extension Education
Aerospace Studies
Agricultural Business Management
Agricultural Mechanization and Business
American Sign Language Studies
Animal and Veterinary Sciences
Anthropology
Architecture
Art
Athletic Leadership—*not open to Marketing majors*
Biochemistry
Biological Sciences
Brand Communications
British and Irish Studies
Business Administration—*not open to Accounting, BS Economics (except students pursuing a second degree in a business related field), Financial Management, Management, or Marketing majors*
Chemistry
Chinese Studies
Cluster
Communication Studies
Computer Science
Creative Writing
Crop and Soil Environmental Science
Digital Production Arts
East Asian Studies
Economics
English
Entomology
Entrepreneurship—*not open to Accounting, BS Economics, Financial Management, Management, or Marketing majors*
Environmental Science and Policy
Equine Industry
Film Studies
Financial Management
Food Science
Forest Products
Forest Resource Management
French Studies
Gender, Sexuality, and Women’s Studies
Genetics
Geography
Geology
German Studies
Global Politics
Great Works

History
Horticulture
Human Resources Management—*not open to Management majors*
Italian Studies
Japanese Studies
Legal Studies
Management
Management Information Systems—*not open to Management Majors*
Mathematical Sciences
Microbiology
Middle Eastern Studies
Military Leadership
Music
Natural Resource Economics
Nonprofit Leadership
Nuclear Engineering and Radiological Sciences
Packaging Science
Pan African Studies
Park and Protected Area Management
Philosophy
Physics
Plant Pathology
Political and Legal Theory
Political Science
Precision Agriculture
Psychology
Public Policy
Race, Ethnicity and Migration
Religious Studies
Russian Area Studies
Science and Technology in Society
Screenwriting
Sociology
Spanish Studies
Spanish-American Area Studies
Sustainability
Theatre
Travel and Tourism
Turfgrass
Urban Forestry
Wildlife and Fisheries Biology
Women’s Leadership
Writing
Youth Development Studies

See Minors section for details.