

Marketing Advising Worksheet (2004-05)

Freshman Year

First Semester

- 3 ECON 211 Principles of Microeconomics
- 3 ENGL 101 Composition I
- 3 MTHSC 102 Intro. to Math. Analysis *or*
MTHSC 106 Calculus of One Variable I¹
- 3 Options List _____
- 4 Lab Science² _____
- 16 Total Hours

Second Semester

- 3 ECON 212 Principles of Macroeconomics
- 3 ENGL 102/103 Composition II
- 3 MTHSC 207 Multivariable Calculus *or*
MTHSC 108 Calculus of One Variable II¹
- 3 Options List _____
- 4 Lab Science² _____
- 16 Total Hours

Sophomore Year

First Semester

- 3 MTHSC 309 or EX ST 301³
- 3 MGT 301 Principles of Management
- 3 Options List _____
- 3 Options List _____
- 3 Options List _____
- 1 Elective _____
- 16 Total Hours

Second Semester

- 3 ACCT 201 Financial Accounting Concepts
- 3 MGT 310 Intermediate Business Statistics
- 1 Elective _____
- 3 Options List _____
- 3 Options List _____
- 3 Options List _____
- 16 Total Hours

Options List

<input type="checkbox"/> PSYCH 201 or SOC 201 <input type="checkbox"/> Humanities Requirement (E.2) ² <input type="checkbox"/> Sophomore Literature (E.1) ² <input type="checkbox"/> Leadership Requirement ²	<input type="checkbox"/> CPSC 120 Intro. to Information Tech. ⁴ <input type="checkbox"/> International Studies Requirement 1 ² <input type="checkbox"/> International Studies Requirement 2 ² <input type="checkbox"/> COMM 150, 250, or 251
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¹Acceptable math sequences include: MTHSC 102-207, MTHSC 106-108 or MTHSC 106-207. *All* students are *required* to take the Clemson Math Placement Test (CMPT) *prior* to registering for math courses. See advisor for information on course selection.

²See the reverse of the Pre-Business Advising Worksheet for list of qualifying courses.

³MTHSC 309 is recommended for business majors.

⁴Students possessing advanced knowledge and skills with the Internet, MS Word, Excel, and PowerPoint should consider the test-out option through examination for CPSC 120. Details about this option are located on the Advising Center's FAQs page (<http://business.clemson.edu/advising/webpage/home.htm>).

Junior Year**First Semester**

- 3 ACCT 202 Managerial Accounting Concepts
- 3 LAW 312 Commercial Law *or*
LAW 322 Legal Environment of Business
- 3 MKT 301 Principles of Marketing
- 3 Support Course Requirement⁵ _____
- 3 Writing Intensive Requirement⁶ _____
- 15 Total Hours

Second Semester

- 3 FIN 306 Corporation Finance
- 3 MKT 302 Consumer Behavior
- 3 MKT 431 Marketing Research
- 3 Emphasis Area⁷ _____
- 3 Support Course Requirement⁵ _____
- 15 Total Hours

Senior Year**First Semester**

- 3 MGT 415 Business Strategy
- 3 MKT 427 International Marketing
- 3 Emphasis Area⁷ _____
- 3 Support Course Requirement⁵ _____
- 4 Elective _____
- 16 Total Hours

Second Semester

- 3 MKT 450 Strategic Marketing Management
- 3 Emphasis Area⁷ _____
- 3 Support Course Requirement⁵ _____
- 3 Support Course Requirement⁵ _____
- 4 Elective _____
- 16 Total Hours

⁵ Chosen jointly by the student and the departmental advisor. These must support the emphasis area selected by the student. Certain minors may be used to satisfy the support courses requirement. See departmental advisor for details.

⁶ See General Education Writing Intensive (A.3) Requirements.

⁷ Select one of the following emphasis areas:

General Marketing

__MKT 420 or __MKT 423
 __MKT 425, __MKT 426, __MKT 428, or __MKT 429
 Plus one additional MKT course: MKT_____

Services Marketing

__MKT 420 or __MKT 423
 __MKT 425, __MKT 426, or __MKT 429
 __MKT 428

Sport Marketing

__MKT 321
 __MKT 420 or __MKT 423
 __MKT 428

Technical Marketing

__MKT 420
 __MKT 423, __MKT 424, __MKT 428, or __MKT 430
 __MKT 426

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