Now is an exciting time to prepare for a career in the global marketplace using advanced language skills in the field of international business. Clemson offers the Bachelor of Arts in language and international trade (L&IT) through a program that combines intensive foreign language study (French, German, Japanese, Mandarin Chinese or Spanish) with a professional business concentration. Old boundaries are dissolving rapidly, and doing business often means doing business abroad. The students who choose this major are those who want to immerse themselves in another language and another culture. If you want to learn how to live, work and succeed in a business environment that’s anything but local, this is the major for you.

“SECURE YOUR SPOT IN THE GLOBAL MARKETPLACE

“The L&IT faculty is readily available and always willing to help. They have been genuinely interested in getting to know me and finding out what my goals are beyond Clemson. They know what I’m trying to achieve and have been there every step of the way.”

Sara Weber
Class of 2014
French concentration
Clemson’s broad method of training will prepare you to become a dynamic professional in careers such as marketing and sales, purchasing, finance and accounting, management, international law, import/export and even government service. In addition to 120 hours of coursework, you’ll be required to complete an approved study-abroad program so you can immerse yourself in the target language and culture you have studied in the classroom. You’ll also complete an approved internship with an international company, either here in the U.S. or abroad. There are three concentrations in the language and international trade major.

INTERNATIONAL TRADE CONCENTRATION
This concentration area prepares you to enter a career in international sales, public relations, marketing, accounting, law, logistics and government service. Through a series of core, business-related classes in accounting, economics, management and marketing, you’ll be ready to enter the workforce or continue on to an MBA program.

TOURISM CONCENTRATION
You’ll take classes in tourism, consumer behavior, marketing and economics. If you’re interested in a career in hospitality, travel, meetings and conventions, study-abroad administration or special interest tourism, this track is an ideal path. International tourism is growing every year.

APPLIED INTERNATIONAL ECONOMICS CONCENTRATION
You’ll study the international marketing of food products — such as prepared foods, beverages and grains — all vital to the world economy. You’ll also take courses in world resource management and globalization. This concentration is particularly well suited to students considering the Peace Corps or other work experiences in developing countries.

“I completed an internship with DAA Draexlmaier automotive company, and I will never forget the benefits and the real-world experience I acquired from this job. I would compare my internship to another degree in itself because of the experience and understanding that I gained.”

Ian Fleming
Class of 2014
German concentration

“The L&IT conference brings alumni and employers to us! There are many opportunities to learn about different companies and to make contacts for future internships and careers.”

Rebecca Jackson
Class of 2014
Chinese concentration
PROGRAMS AND RESOURCES TO HELP YOU SUCCEED

STUDY ABROAD

Study abroad and exchange programs are offered in countries around the world, including Argentina, Belgium, China, Ecuador, France, Japan, Germany and Spain.

LANGUAGE LAB

The Language Lab is a great resource to improve your skills. It offers additional opportunities to practice and advance your language skills with hands-on approaches to media and technology essential for your studies.

THE LANGUAGE AND INTERNATIONAL TRADE CONFERENCE

The annual L&IT Conference brings business executives from international corporations and business leaders to campus for roundtable sessions and networking opportunities. You also have the chance to hear from and meet Clemson alumni who are pursuing exciting careers.

LANGUAGE AND INTERNATIONAL TRADE SOCIETY

Connect with other students in the L&IT Society. This group presents monthly meetings that allow L&IT students to learn more about study abroad, potential careers and internship advice from other L&IT students. There are also opportunities for students to gain leadership experience with the German Professional Society and the Spanish L&IT Society.

CLEMSON LANGUAGE IMMERSION PROGRAM (CLIP)

CLIP is an off- and on-campus language institute designed to enhance the language skills and cultural knowledge of both students and working professionals. Participants must complete an equivalent of three or more semesters in the target language (Chinese, French, German, Japanese or Spanish) to enroll in this five-week, six-credit summer course. The programs are intensive courses that include approximately six to eight hours of classroom instruction, social activities and discussion each day. Activities include weekly excursions, guest presentations and visits to area business firms. Native speakers are present daily for meal conversations, afternoon conversation classes and leisure activities.

“L&IT gives you an opportunity to find what inspires you, and then it gives you what you need to chase that vision. For me, that inspiration was a business law class that led me to law school and a career I love.”

Stephen Vaughn
2004 Graduate
Japanese concentration

“I studied in Córdoba, Argentina, for nearly six months. The most extraordinary piece of my awe-inspiring experience abroad was my home-stay. My host mother, Blanca, was my rock. She is one of the most affectionate and inspiring women I have met in my life. We write to each other every week, and it is an indescribable feeling knowing that I have another home 5,000 miles away.”

Erin Chase
Class of 2014
Spanish concentration
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