UNDERGRADUATE MAJORS

IN THE

COLLEGE OF
BUSINESS AND
BEHAVIORAL
SCIENCE AT
CLEMSON
BUSINESS AND BEHAVIORAL SCIENCE

UNDERGRADUATE MAJORS

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To schedule a campus visit, go to clemson.edu/cbbs/academics/aac/
ENGAGING. EXPERIENTIAL. ENTREPRENEURIAL.

From the classroom to the community, the College of Business and Behavioral Science (CBBS) develops bold leaders who will positively and responsibly impact society.

Through high levels of interaction and collaboration among students, faculty, business and industry, nonprofit centers, and civic and governmental agencies, the college nurtures individual development, bolsters entrepreneurial thinking, spurs social and economic prosperity, provides customized professional education and sparks a lifelong desire for learning.

With a unique college structure that combines traditional social and behavioral science disciplines with applied business disciplines, CBBS merges the strengths of the two disciplines to develop students prepared for a wide variety of opportunities.

CBBS students are afforded many opportunities to enrich their education and gain a competitive edge in the marketplace after graduation. The college prides itself on the individualized attention given to students—from the first academic advising meeting to the last résumé-writing session.

The CBBS Academic Advising Office encourages student success through programs that promote active learning and participation, including

- two living-learning opportunities — Clemson Business Experience and Clemson Behavioral Science Experience — where students with similar majors and interests live together and learn together, improving their success rates, and
- one-on-one academic counseling and advice tailored to each individual student.

The CBBS Office of Student Enrichment encourages students to participate in various activities that will not only enrich their educational experience, but also make them more competitive in the marketplace after graduation. Some of these programs include

- study and internships abroad/international experiences,
- leadership development,
- mentorship that encourages one-on-one relationships with successful alumni, and
- professional development and career preparation.

FOR MORE INFORMATION, visit clemson.edu/cbbs.

To schedule a campus visit, go to clemson.edu/cbbs/academics/aac/visit.html.
To speak with an academic adviser, call 864-656-6172 or visit clemson.edu/cbbs/academics/aac.
ACCOUNTING, B.S.

Whether a business or government agency, a hospital, church, school or the Red Cross, all organizations have finances to manage. From the moment you step into our classrooms, we’ll begin training you to take an organization’s finances and create a sound structure that allows it to make the most impact with its resources. Accountants are idea-and-solutions people. Their work is varied, dynamic and challenging — your classes will be the same. Our students graduate with a thorough understanding of the financial aspects of business along with good presentation and people skills. While accountants frequently hold management positions in larger organizations, many also start their own businesses. Many pursue their CPA certification. Still others pursue a law degree or a career in federal law enforcement. No matter the direction you wish to take, accounting is a sound place to start.

WHAT YOU’LL STUDY
In addition to the intensive study of accounting methodology, auditing, taxation, estate planning and finance management theory that you would expect to study, Clemson’s accounting majors devote about half of their study to the humanities, English, public speaking, mathematics, and the natural and social sciences. In this way, you’ll graduate with a broad-based education that gives you accounting, finance and business expertise and contributes to your proficiency in analytical, communication and interpersonal skills — after all, businesses are made up of people.

BEYOND THE CLASSROOM
Accounting students have many opportunities to enrich their classroom education — whether they seek internships, study abroad or participation in one of the many student organizations, they’ll learn much more than just the facts found in a textbook or on a computer screen.

CLEMSON BUSINESS EXPERIENCE (CBE)
Participate in our CBE living-learning experience where you get to live and learn with peer accounting majors in a dedicated residence hall. Take part in educational and extracurricular activities while forming lifelong friendships.

INTERNSHIPS
Students can complete two internship or co-op experiences for academic credit. These experiences help narrow down whether you should begin your professional career in public accounting, industry, government or a nonprofit organization.

FAP
The Financial and Accounting Professionals (FAP) of Clemson is a student organization dedicated to exploring the world of accountancy and financial services.

CONNECT WITH OTHER STUDENTS
Finance Club
Phi Alpha Delta
Beta Alpha Psi

FIND OUT MORE
For more information, visit clemson.edu/cbbs/accountancy.
COMMON CAREER AREAS

Public Accounting
- Auditing/Assurance Services
- Tax
- Environmental Accounting
- Forensic/Investigative Accounting
- International Accounting
- Personal Financial Planning

Corporate Accounting
- Financial Management
- Financial Reporting
- Internal Auditing
- Cost Accounting
- Tax Planning
- Budget Analysis

Government
- Auditing
- Financial Reporting
- Financial Management
- Budget Analysis
- Research

Education
- Teaching
- Researching
- Consulting

Nonprofit
- Accounting
- Internal Auditing
- Financial Planning
- Budgeting
- Money Handling
- Record Keeping

RECENT EMPLOYERS OF GRADUATES

- Bluewater Thermal Solutions — Accountant
- Bank of America — Project Analyst
- PricewaterhouseCoopers U.S. — Auditor

RECENT GRADUATE SCHOOLS OF ALUMNI

- George Washington University Law School — J.D.
- Clemson University — M.P.Acc.
- University at Buffalo Law School — J.D.
ANTHROPOLOGY, B.S./B.A.

The anthropology major is both exciting and practical with career options that range from forensic anthropologist to urban planner, from product developer to consumer affairs investigator, from museum curator to park ranger. Your degree will prepare you for a professional career related to various people-oriented positions in the public and private sector. In addition, the degree provides excellent preparation for graduate training in anthropology, law, health care and business. We offer both a Bachelor of Science and a Bachelor of Arts in anthropology. Our faculty members are trained in the four subfields of anthropology: cultural, physical, archaeology and linguistics.

WHAT YOU’LL STUDY

The anthropology curriculum provides a depth of interdisciplinary knowledge that has direct application for a variety of career fields. Students can choose to earn a B.S. or B.A. degree in anthropology. With either option, students will position themselves to educate and enlighten future business and policy leaders on cross-cultural and global diversity issues in sustainability, health sciences, business and technology.

Both degree programs require a total of 124 semester hours, including 39 credit hours in anthropology and sociology. Students who choose the B.A. degree will take a foreign language and nine additional hours of social science or humanities courses related to anthropology from a department-approved list. Students who choose the B.S. will take 15 hours of math and/or science courses. These additional courses are useful for the direct application of an anthropological perspective to potential career paths. Anthropology majors are encouraged to be intellectual leaders on campus by writing and presenting results of their original research and by attending professional anthropology conferences such as the American Anthropological Association, the Southern Anthropological Society and the S.C. Anthropology Student Conference.

POPULAR MINORS

Business
Political Science
Psychology
Languages

SIMILAR MAJORS

History (B.A.)
Psychology (B.S., B.A.)
Sociology (B.S., B.A.)

BEYOND THE CLASSROOM

As an anthropology major you’ll have ample opportunities to enrich your classroom education by working on projects in other countries, learning archaeological methods and techniques at summer field schools, gaining work experience through internships and by performing research alongside faculty members.

PERU

Students travel to Peru with faculty to work on archaeological projects. The most recent centered on the ancient city of El Purgatorio, a large site covering three square miles that may have been home to some 40,000 people.

CZECH REPUBLIC

The Czech Republic study-abroad trip allows students to explore Central Europe through Czech culture. Visit historic sites and museums, meet Czech citizens and connect to the culture.

ANTHRO CLUB

The Anthropology Club participates in community service projects around Clemson, including a mapping and preservation effort at a local cemetery.

AWARDS

Students also may compete for the college’s annual Outstanding Anthropology Student and Anthropology Travel Support awards.

FIND OUT MORE

For more information, visit clemson.edu/cbbs/anthropology.
COMMON CAREER AREAS

**Human Services**
- Case Management
- Advocacy
- Administration

**Criminal Justice**
- Forensic Investigator
- Rehabilitation

**Education**
- Teaching
- Research

**Government**
- Public Administration
- Health Care
- Archaeologist
- Policy Analysis
- Research
- Program Development
- City Planning

**Social Science Research**
- Business
- Human Resources
  - Training and Development
- Recruiting

**Management**

**Sales**

**Marketing**

**Public Relations**

**NOTE:** No career data is available. Anthropology will graduate its first students in 2014.
ECONOMICS, B.S./B.A.

Economics is a way of thinking about every aspect of human behavior. Clemson’s economics major offers a broad view of the discipline while focusing on its traditional values. Your classes and professors will teach you how to be adept at thinking logically, which prepares you for success in any occupation. Most of our professors are followers of the Chicago school of economics, which favors free markets over government intrusion in the economy. Most commonly, our graduates’ first jobs are in banking and finance, and many hold management and marketing positions. Our alumni also hold key positions in government at both the state and federal levels. No matter whether you have dreams of studying law, working in business or leading our country, you will leave this program with a thorough understanding of business, society and public policy.

WHAT YOU’LL STUDY

Classes provide a strong foundation in economic principles including microeconomics, international economy, statistical analysis and the economics of various specialties including sports, health care, government, education and banking. You’ll also take courses covering the moral and legal implications of various economic theories. Our program emphasizes environmental economics to prepare students for careers in business or government by focusing on problem-solving skills. This degree emphasizes foreign language skills and offers you freedom to tailor your course of study to your specific interests and career goals.

Every spring, seniors participate in the Senior Seminar in Public Policy, a capstone course that allows students to apply what they have learned toward a comprehensive analysis of a current public-policy issue. The course includes a trip to Washington, D.C., during which class members meet with a variety of policymakers and analysts in the executive and legislative branches of the federal government as well as economists affiliated with the Federal Reserve System and independent “think tanks.”

Combined Bachelor’s/Master’s Plan (AIME): Our combined degree program in economics allows you to get ahead of the game on a graduate degree. You can take up to 12 hours of graduate credit that counts toward both your bachelor’s and master’s degrees.

Transatlantic Exchange in Economics (TREE): Gain incomparable cultural and intellectual experience while earning bachelor’s degrees from Clemson and the Université Catholique de Louvain in Belgium; and do it in just four years. Students who participate must speak French, as you’ll spend one semester studying at the University of Maastricht in the Netherlands and two semesters at Louvain.

POPULAR MINORS

Legal Studies
Political Science
Public Policy
Management
Marketing
Financial Management
Natural Resource Economics
Sociology

SIMILAR MAJORS

Accounting (B.S.)
Management (B.S.)
BEYOND THE CLASSROOM
At Clemson, you’ll have opportunities to advance your undergraduate career by earning dual degrees, studying abroad or participating in research typically associated with graduate-level studies.

STUDY ABROAD
The economics department has two international partnerships that provide you with the opportunity to study abroad and stipends to cover the expense. Plus, you can earn two degrees while seeing the world!

CLEMSON BUSINESS EXPERIENCE
Participate in a living-learning experience where you get to live and learn with peer economics majors in a dedicated residence hall. Take part in educational and extracurricular activities while forming lifelong friendships.

D.C. EXPERIENCE
The Senior Seminar in Public Policy course allows you to apply what you’ve learned toward a detailed analysis of a current public-policy issue. The course includes a trip to Washington, D.C., where you’ll meet with policymakers and analysts.

NETWORK
The Community and Economic Development Club is a student-based, professional organization that aims to expand your understanding of societies. They sponsor field trips, guest speakers and annual student internship presentations.

RESEARCH
Economics majors can choose to participate in an ongoing undergraduate research project that seeks to build and illustrate an economic history of South Carolina.

CONNECT WITH OTHER STUDENTS
Community and Economic Development Club
Creative Inquiry

FIND OUT MORE
For more information, visit clemson.edu/cbbs/economics.

COMMON CAREER AREAS
Government
Cost Analysis
Intelligence
Public Administration
Economic Consulting
Data Analysis
Market Research
Banking and Finance
Lending
Operations
Securities Analysis
Research
Insurance
Underwriting
Claims
Health Care
Data Analysis
Health Management
Other Business Areas
Management
Purchasing
Human Resources

RECENT EMPLOYERS OF GRADUATES
BB&T — Leadership Development Program Associate
Federal Energy Regulatory Commission — Energy Analyst

RECENT GRADUATE SCHOOLS OF ALUMNI
Duke University School of Law — J.D.
University of Chicago — M.B.A.
University of Virginia — Ph.D.
Yale Law School — J.D.
FINANCIAL MANAGEMENT, B.S.

Develop your understanding of financial markets in the contemporary economy, the operation of financial institutions and the financial management of business operations. A major in financial management will prepare you for careers in banking, corporate financial management, financial planning and services, insurance and real estate. Governments of all levels also employ finance graduates in many of their divisions. Many of our students continue their studies in graduate or law school. A Bachelor of Science in financial management from Clemson will give you the necessary skills to gather, analyze and communicate financial data as required for a successful career within the discipline.

RECENT EMPLOYERS OF GRADUATES

| Bank of America — Corporate Treasury Analyst |
| Procter & Gamble — Account Manager |
| Vanguard — Client Relationship Associate |

RECENT GRADUATE SCHOOLS OF ALUMNI

| Florida Coastal School of Law — J.D. |
| University of Colorado Law School — J.D. |
| Clemson University — Master’s |

WHAT YOU’LL STUDY

Your classes will cover a broad range of subjects but will emphasize your technical and communication skills. Students then have the flexibility to tailor courses to their own needs by choosing emphasis areas that will enhance career preparation in specific areas of finance. Once you complete a specific set of courses, you’ll be eligible to sit for the certified financial planner (CFP) examination. We offer four emphasis areas, so you’ll be able to focus your studies on a financial topic that interests you the most.

Financial Planning Emphasis: Learn how to determine whether and how individuals can meet their goals through the use and management of financial resources.

Real Estate Emphasis: Discover how to provide analysis and advice on the acquisition, sale or management of both commercial and residential real estate.

Corporate Finance Emphasis: Learn how to be an analyst responsible for capital investment valuation, financing analyses, financial forecasting, business performance and assessment or reporting.

Financial Services Emphasis: Arm yourself with the skills needed for involvement in analysis, management or sales within a bank or investment company.
COMMON CAREER AREAS

Corporate and Investment Banking
- Financial Analysis
- Investment Management
- Real Estate
- Risk Management

Banking
- Commercial Lending
- Originations and Packaging
- Operations
- Credit Scoring and Risk Management

Insurance and Real Estate
- Claims Analysis
- Appraisals
- Property Management

Personal Financial Planning
- Sales
- Customer Service
- Operations
- Portfolio Management

Investment Banking
- Mergers and Acquisitions
- Trading

Investments
- Analysis
- Trading
- Portfolio Management

POPULAR MINORS
- Legal Studies
- Accounting
- Management Information Systems

SIMILAR MAJORS
- Accounting (B.S.)
- Economics (B.S./B.A.)
- Management (B.S.)

BEYOND THE CLASSROOM

As a financial management student, you’ll graduate with a strong professional focus, and you’ll have numerous opportunities to engage with finance professionals, peers with similar interests and faculty who can help guide you toward the best career path for your interests and talents.

TRADING ROOM

It’s like Wall Street without leaving campus! The Clemson Trading Room offers students an opportunity to gain real-time trading experience using sophisticated technology.

Clemson Business Experience

Participate in a living-learning experience where you get to live and learn with peer financial management majors in a dedicated residence hall. Take part in educational and extracurricular activities while forming lifelong friendships.

INTERNSHIPS

Students are encouraged to take two internships during their undergraduate career. These experiences help students decide whether they should begin their professional career in industry, government or a not-for-profit organization.

FAP

The Financial and Accounting Professionals (FAP) of Clemson is a student organization dedicated to exploring the world of accountancy and financial services.

STUDY ABROAD

During the summer, students have the opportunity to take one or two classes at Magdalen College at Oxford University in London. Long weekends enable optional side trips to cities such as Paris, Dublin and Brussels.

CONNECT WITH OTHER STUDENTS

Zeta Rho Chapter of Beta Alpha Psi
Phi Alpha Delta

FIND OUT MORE

For more information, visit clemson.edu/cbbs/finance.
GRAPHIC COMMUNICATIONS, B.S.

Graphic communications encompasses all areas of the graphics industry — from graphic design to distribution, from art to technology, from print to packaging to marketing. Think about all the products that are packaged in printed containers — cereal and computer boxes, game packaging, admissions brochures, posters, billboards, the list goes on and on. In this unique major you’ll learn how to create and print on a myriad of materials. With an emphasis on learning by doing, you’ll spend hours in the lab working next to your professors on professional-grade technologies. Combining creativity with technical skill, your knowledge will be stretched and molded as professors and peers guide you through classes and projects. Our comprehensive classes will prepare you for a career in an ever-changing and dynamic multibillion-dollar industry.

WHAT YOU’LL STUDY
When you walk into our laboratories, you’ll see something different from other programs. You’ll see faculty working side by side with students on various projects and equipment to provide them with the creative and scientific skills needed to succeed in any area of this growing industry.

Your courses will be varied. Some will be in flexographic methods, printing industry operations and color reproduction, while others will include screen-printing methods and the five printing processes. Before graduation, you’ll present digital and printed graphics projects — yours from concept to completion.

The variety of interwoven skills in graphic communications means that a number of areas are explored in each class. For example, in any one class there might be students working in the lithographic area, another group in the sheet screen-printing area, others in the textile screen-printing area and even others in electronic prepress. Instead of separate classes for prepress, production and management, skills are combined in each class. In that way, you’ll understand how the details of each assignment fit into the overall process. As a result, Clemson graphic communications students develop a variety of skills, knowledge and talents that are highly sought after in every graphic communications-related industry.

RECENT EMPLOYERS OF GRADUATES
Copac — Design Engineer/Packaging
Beck Atlanta — Packaging Process Leader
Starpack — Production Graphics Processor

RECENT GRADUATE SCHOOLS OF ALUMNI
Clemson University — Master’s
University of Missouri — Master’s
Rochester Institute of Technology — Master’s
COMMON CAREER AREAS
Management
Sales
Technical Sales Manager
Marketing
Creative Manager
Process Engineer

POPULAR MINORS
Communication Studies
Entrepreneurship
Packaging Science

SIMILAR MAJORS
Computer Science (B.S./B.A.)
Marketing (B.S.)
Packaging Science (B.S.)

BEYOND THE CLASSROOM
Graphic communications students enjoy one of the best job placement rates of any major at Clemson. This is due, in part, to the dedication of our faculty to make sure our students have a number of job options after graduation. You’ll have a plethora of enriching opportunities.

INTERNSHIPS
You’ll be required to complete at least two industry internships before graduation. Students are encouraged to work in different geographic locations, process areas and segments of the industry.

FORUM
The annual Bill Treadaway Print Leadership Forum provides a unique environment for students to engage and interact with industry leaders and for the University to foster industry/education partnerships.

TECHNOLOGY
Clemson is the first university to offer an undergraduate course in functional materials and printed electronics.

CONNECT WITH OTHER STUDENTS
TAGA: Technical Association of the Graphic Arts
Gamma Epsilon Tau

FIND OUT MORE
For more information, visit clemson.edu/cbbs/graphics.
MANAGEMENT, B.S.

A major in management provides flexibility to tailor your education and classes to your specific business interests. Whether your goal is to start your own business or manage information systems, this program will teach you how. Choose from one of seven different emphasis areas — entrepreneurship, general management, human resources management, international management, management information systems, operations management or supply chain management. Whichever you choose, you’ll be exposed to numerous functional areas of business and spend time examining the social, legal, political and economic environments in which organizations operate. Leaving the management program, our graduates are prepared for careers as professional managers in corporations, government organizations and small businesses. Or, if you plan to continue your education, you’ll leave with a solid foundation on which to pursue advanced degrees.

WHAT YOU’LL STUDY

Academic rigor and teaching excellence are our top priorities. Management faculty engage in a variety of teaching and research interests, offering students the ability to specialize in seven disciplines.

Entrepreneurship Emphasis: Learn how to plan new ventures in both the for-profit and social entrepreneurship avenues.

General Management Emphasis: Gain a wide exposure to diverse management areas.

Human Resources Emphasis: Learn how to select, assess and reward employees; oversee organizational leadership; and ensure legal compliance.

International Management Emphasis: Discover what it entails for individuals and corporations to manage across national boundaries.

Management Information Systems Emphasis: Focus on information systems concepts and their applications in business.

Operations Emphasis: Take the opportunity to understand strategy, design, planning and control in both manufacturing and service organizations.

Supply Chain Emphasis: Discover how to follow the intricate and complicated design, planning, control and improvement of supply chains in organizations.

Bachelor’s/Master’s Degree Program: In our dual degree program, a total of 12 credit hours can be counted toward both your bachelor’s and master’s degrees.
COMMON CAREER AREAS
Management Information Systems
Information Systems Analyst
IT Consulting
Systems Analyst
Human Resource Management
Employment Relations Manager
Human Resources Manager
Recruiter
Training Manager
Operations Management
Business Analyst
Consultant
Inventory Manager
Line Supervisor
Logistics Coordinator
Materials Coordinator
Operations Manager
Product Manager
Project Manager
Supply Chain Manager
Traffic Manager
Banking/Insurance
Account Manager
Banking Branch Manager
Benefits Manager
Credit Analyst
Sales Management

RECENT EMPLOYERS OF GRADUATES
Science Applications International Corp. — Financial Analyst
Six Flags — Human Resources Representative
BMW — Section Leader

RECENT GRADUATE SCHOOLS OF ALUMNI
University of South Carolina, Darla Moore School of Business — Master’s
Clemson University — Master’s
Loyola University — Master’s

POPULAR MINORS
Accounting
Economics
Financial Management
Legal Studies
Psychology

SIMILAR MAJORS
Financial Management (B.S.)
Marketing (B.S.)

BEYOND THE CLASSROOM
You’ll have a wealth of opportunities to engage with faculty and peers, learn outside of the classroom and truly enrich your entire educational experience — all geared to provide you the education and skills needed to be workforce or graduate school ready.

NETWORK
The Management Department Speakers Series brings in representatives from companies such as Amazon, UTI, ScanSource and Target to spend a half day with students.

SHRM
Our student chapter of the Society for Human Resource Management brings real-world HR experience to students by sponsoring HR professionals at meetings and participating in a shadow program with Greenville-area professionals.

AIS
The Clemson Chapter of the Association for Information Systems exposes students interested in a career in management information systems to professional speakers as well as internship and career opportunities.

CONNECT WITH OTHER STUDENTS
Delta Sigma Pi
Spiro Institute for Entrepreneurial Leadership

FIND OUT MORE
For more information, visit clemson.edu/cbbs/management.
MARKETING, B.S.

A major in marketing begins at the end — with consumers. But it’s more than just creating an ad campaign that inspires people to buy a product. Our students quickly discover that marketing is about creating value for consumers, finding their needs, discovering their desires and promoting a product that they will then purchase. Consumer behavior, assessing market evaluations, research, international implications, price point determinations and efficient distribution chains are some of the things you’ll encounter while building not just a product, but a brand. We’ll teach you how to define and speak to a target audience in order to get a desired response, and you’ll leave knowing how to establish a customer-centered business.

WHAT YOU’LL STUDY

While marketing offers the opportunity for creative expression not found in many other business disciplines, it is still rooted in facts and data. Throughout your classes you’ll learn the fundamentals of marketing — in-depth study of consumer behavior, promotional strategy, professional selling and marketing research.

SERVICES MARKETING CONCENTRATION

Focus on a broad background of service marketing, and narrow your focus to a specific service industry that interests you. Your courses will help prepare you for a competitive career in service industries such as banking, entrepreneurship, health/hospitality service and tourism.

SPORTS MARKETING CONCENTRATION

If you’re interested in working with a sport property in brand-building activities, sponsorship development, special community projects or media relations, this concentration will be a good fit. You will study marketing strategies specific to the sport industry and build a strong marketing foundation to pursue a career in this multimillion-dollar industry.

TECHNICAL MARKETING CONCENTRATION

This concentration area provides knowledge of business integrated with technology and science courses. You will learn the technical functions of marketing such as production, engineering and quality control. With a focus in technical marketing, you can pursue positions such as product development specialist or sales engineer.

POPULAR MINORS

Communication Studies
English
Psychology
Management

SIMILAR MAJORS

Communication Studies (B.A.)
Graphic Communications (B.S.)

RECENT EMPLOYERS OF GRADUATES

Ogilvy and Mather — Associate
Target — Executive Team Leader
Blackbaud — Account Development Representative

RECENT GRADUATE SCHOOLS OF ALUMNI

University of Georgia — Master’s
Clemson University — Master’s
University of Arkansas — Ph.D.
BEYOND THE CLASSROOM
As a marketing student at Clemson, you’ll conduct research in the classroom and outside in the marketplace. With opportunities provided by the excellent faculty and advisers, you’ll participate in real-world projects for marketing companies around the nation as well as those on Clemson’s campus.

NETWORK
Join with other students in the Clemson University Marketing Association to network with local professionals and hone your skills so you can excel in the business world.

COMPETITION
Every spring, marketing students participate in the American Advertising Federation Student Advertising Competition, as well as the National Collegiate Sales Competition.

HONORS
Work on real-world projects for well-known companies, such as the campaign to introduce the Honda CR-Z in 2010, which began as a nationwide call for entries. In 2011, a Clemson class received first place honors in the Chevrolet Sonic Marketing Challenge.

EXPERIENCE
Each spring, marketing faculty take select students on a trip to New York City to meet with leading marketing and advertising firms. The week often culminates in a chance to network with alumni at the annual CBBS NYC alumni reception.

ISELL
The iSELL student organization coordinates, plans, markets and produces the annual Tiger Paw Classic golf tournament each spring, giving students over 100 hours of sales training and experience and making them excellent prospects for employment.

CLEMSON BUSINESS EXPERIENCE
Participate in a living-learning experience where you live and learn with peer marketing majors in a dedicated residence hall. Take part in educational and extracurricular activities while forming lifelong friendships.

FIND OUT MORE
For more information, visit clemson.edu/cbbs/marketing.

COMMON CAREER AREAS
Sales and Promotion
- Industrial Sales
- Wholesale Sales
- Direct Marketing
- Consumer Product Sales
- Financial Services Sales
- Services Sales
- Advertising Sales
- E-commerce
- Sales Management
- Promotion
  - Consumer
  - Trade
  - Sales Force
  - Customer Service

Brand/Product Management

Market Research
- Primary/Secondary Data Collection
- Field Service
- Data Analysis

Retail Buying/Management

Purchasing/Procurement

Banking
- Credit Analysis
- Lending
- Trust Services
- Mortgage Loans
- Operations

Insurance

Real Estate
POLITICAL SCIENCE, B.S./B.A.

Interested in American politics, global affairs, political theory, public administration or public policy? If you like to explore theories concerning the ideal government and how power and resources are allocated in society, consider studying political science. You’ll gain a versatile set of skills that can be applied in a wide range of careers in federal, state and local governments; law; business; international organizations; nonprofits; campaign management; journalism; and teaching. You can choose to receive either a Bachelor of Arts or a Bachelor of Science degree in political science. With a B.A., you’ll gain broad knowledge of the political science discipline, and your studies will emphasize communication skills and the humanities. If you have an aptitude for math or an interest in political economy, public administration, public policy or other fields that require advanced quantitative skills, the B.S. is the way to go.

**WHAT YOU’LL STUDY**

Political science majors enjoy many small classes that foster research, critical thinking, student participation and faculty-student interaction. With our B.A., you’ll have a strong focus on arts and humanities courses and will be required to choose a minor. In our B.S. program you’ll choose one of our five concentration areas.

**American Politics Concentration (B.S.):** Focus on national and subnational institutions at the state and local levels in the U.S. government, as well as political behavior such as interest groups, social movements, political parties and elections.

**Global Politics Concentration (B.S.):** Gain an understanding of the politics and cultures of different countries, and acquire an in-depth understanding of the interactions among states and non-state actors.

**Political Economy Concentration (B.S.):** Study the linkages between politics and the economy to learn the motivations of human interactions along with who gets what and how regarding power and resources in society.

**Public Policy Concentration (B.S.):** Learn about the core theories and frameworks that explain the policy process at the national, state and local levels in American politics.

**Public Administration Concentration (B.S.):** Study the core political roles of agencies, elected officials, bureaucrats and nonprofit organizations that carry out the administrative functions in public policy implementation, evaluation and service delivery for governments.

**RECENT EMPLOYERS OF GRADUATES**

| United States Congress — Legislative Aide |
| Department of State — Foreign Affairs Officer Trainee |
| Department of Justice — Senior Program Analyst |

**RECENT GRADUATE SCHOOLS OF ALUMNI**

| Harvard University — Master’s |
| Duke University School of Law — J.D. |
| University of Georgia — J.D. |

**POPULAR MINORS**

Business Administration
Communications
Economics
English
History
Legal Studies

**SIMILAR MAJORS**

Language and International Trade (B.A.)
Sociology (B.S./B.A.)
BEYOND THE CLASSROOM
Political science majors get a chance to engage in real-world global and political issues, giving a voice to the next generation of leaders. You'll get hands-on experience with your peers, learning more about democratic government, public policy and global issues through projects like Model U.N. and honor societies.

BELGRADE
Spend a month in Serbia and travel through Europe studying its troubled history and current developments and culture. Our students say it’s one of the most intellectually and emotionally challenging experiences they’ve ever had.

HONORS
Pi Sigma Alpha, Clemson’s political science honor society, stimulates scholarship and interest in political science, promotes extracurricular activities and organizes seminars, conferences, discussion groups and publications.

STUDENT LEGISLATURE
Each semester, students attend the fall and spring sessions of the S.C. Student Legislature. This organization aims to educate students about the functions of democratic government and encourages student debate on public policy issues.

U.N.
Political science students don’t just choose to participate as delegates in Model U.N., they often travel nationally and internationally to compete against other collegiate delegations. They can also lead a High School Model U.N. forum at Clemson.

CONNECT WITH OTHER STUDENTS
William T. Howell PreLaw Society
Clemson College Democrats
College Republicans

FIND OUT MORE
For more information, visit clemson.edu/cbbs/political-science.

COMMON CAREER AREAS
Government
- Public Policy
- Research
- Regional Planning
- City or Town Management
- Intelligence
- Foreign Service
- Law Enforcement
- Legislative, Executive or Judicial Services
- Program Administration

Law
- Politics
- Elected or Appointed Leadership
- Campaign Management
- Staff Administration
- Special Interest Advocacy

Nonprofit
- Administration
- Management
- Public Relations
- Fundraising

Business
- Sales
- Human Resources
- Management
- Advertising
- Public Relations

Journalism/Broadcasting

Education
PSYCHOLOGY, B.S./B.A.

Enhance your understanding of the factors that influence human behavior. As a psychology major, you’ll be prepared for a career in human services, management, education, health, sports or many other fields that require an in-depth understanding of human behavior. Our program is research-based, so you’ll spend your days exploring aspects of the human mind and human behavior through experiments and research. We offer both a Bachelor of Arts and a Bachelor of Science degree in psychology. With the B.A., your studies will include more foreign language classes, whereas the B.S. degree specifically targets additional math and science courses. If your goal is to develop a set of knowledge, skills and abilities that allow you to understand and solve human problems, then this is the major for you.

WHAT YOU’LL STUDY
Course work provides students with an overview of the biological bases of behavior, learning, thinking, motivation and emotion, perception, human development and social behavior. You’ll gain experience in research design, data collection and statistical analysis of empirical data that answer real questions about behavior. Your course of study will apply these principles to disciplines such as education, personal adjustment and interpersonal relations. You’ll also learn how to use experimentation and data analysis to conduct research and broaden your understanding of the various causes of human behavior.

Research is a significant component of our program, and you’ll have numerous opportunities to assist a faculty member’s research efforts or complete an independent project under guidance of a faculty member. In addition, many Honors College students complete an undergraduate thesis. Obtaining research experience is highly recommended for anyone who wants to continue on to graduate or professional school.

POPULAR MINORS
Biological Sciences
Business Administration
Education
Management

SIMILAR MAJORS
Biological Sciences (B.S./B.A.)
Health Science (B.S.)
Management (B.S.)
Sociology (B.S./B.A.)

RECENT EMPLOYERS OF GRADUATES
South Carolina Early Autism Project — Lead Therapist
Greater Abbeville Chamber of Commerce — Executive Director
U.S. Fulbright Student Program — English Teaching Assistantship

RECENT GRADUATE SCHOOLS OF ALUMNI
University of Tennessee Health Science Center — Ph.D.
Virginia Commonwealth University — Doctor of Physical Therapy
Florida State University — Master’s
BEYOND THE CLASSROOM
Psychology students are an active bunch. Not only do they get to study fascinating material in class, they also get to work in the lab, conduct innovative research alongside faculty members and participate in psychology studies (and sometimes even get paid for it).

CBSE
Participate in a living-learning experience where you live and learn with peer psychology majors in a dedicated residence hall. Take part in educational and extracurricular activities while forming lifelong friendships.

RESEARCH
Psychology students work in a variety of high-tech laboratories including the driving simulator lab, where they conduct numerous experiments designed to assess driving patterns and the effects of technology on driving behavior.

PSYCH CLUB
The Psychology Club is a great way to interact with fellow majors and engage in the professional world of psychology. Each year, club members present research papers at the annual meeting of the Southeastern Psychological Association.

HUMAN FACTORS
The Human Factors and Ergonomics Society focuses on human behavior and performance in a variety of contexts. Join fellow majors and faculty in studying, for instance, how the use of portable electronics impacts driving behavior.

SIOP
How do high-stress situations impact human behavior? If you want to know the answer, then the Society for Industrial and Organizational Psychology, where students and faculty research human behavior in a variety of contexts, may be for you.

CONNECT WITH OTHER STUDENTS
American Psychological Association
Association for Psychological Science

FIND OUT MORE
For more information, visit clemson.edu/cbbs/psychology.
SOCIOLOGY, B.S./B.A.

As a sociology major you’ll delve into topics such as social class and poverty, race and ethnicity, gender, criminal justice, marriage and families, culture, religion, education and developing societies. We offer both a Bachelor of Science and a Bachelor of Arts in sociology. Whichever degree path you opt to follow, your courses will give you tools to understand the social causes and consequences of interpersonal and group behavior. Our faculty members are from the sociology, anthropology, criminal justice and social work disciplines, but all are interested in studying the social dimensions of human behavior and developing ways to improve and enrich quality of life.

WHAT YOU’LL STUDY
Students who choose to receive the B.S. degree will take additional science and math electives. Students who choose the B.A. degree will take more foreign language courses. With either option, students will graduate with a broad-based education with a focus in a chosen concentration area, which will contribute to proficiencies in communications and interpersonal skills – necessary attributes in any occupation – as well as in methodological training.

GENERAL SOCIOLOGY CONCENTRATION
A focus on social institutions and social processes allows you to take courses covering the broad range of topics addressed in the discipline.

CRIMINAL JUSTICE CONCENTRATION
This concentration encompasses criminology, deviance and law enforcement, which will prepare you for a range of career options from policing to the U.S. Marshals Service.

SOCIAL SERVICES CONCENTRATION
This concentration includes an internship component that introduces you to local social service institutions.

COMMUNITY STUDIES CONCENTRATION
Take courses that hone your insight into the social forces and processes that shape and affect small and large, rural and urban communities. You will also take on an internship that puts you into communities and gets you involved in community issues.

POPULAR MINORS
Anthropology
Business
Political Science
Psychology
Public Policy
Religion

SIMILAR MAJORS
History (B.A.)
Political Science (B.S./B.A.)
Psychology (B.S./B.A.)
BEYOND THE CLASSROOM
As a sociology major you’ll have ample opportunities to enrich your classroom education by participating in study abroad trips that allow you to work on projects in other countries; by working alongside peers in community service projects; and by engaging in research activities with faculty members.

PERU
Each summer, a group of students and anthropology faculty travel to Peru to continue excavating an ancient city at the El Purgatorio archeological site.

CZECH REPUBLIC
Study abroad in the Czech Republic allows students to explore Central Europe through Czech culture. You’ll visit historic sites and museums, meet Czech citizens and connect to the culture.

DOMINICA
Travel to Dominica with sociology faculty to study issues surrounding food security, youth, and community and environmental sustainability.

ANTHRO CLUB
The Anthropology Club participates in community service projects around Clemson, including a mapping and preservation effort at a local cemetery.

SOCIOLOGY CLUB
The Sociology Club provides the opportunity to explore career options and engage in community service with organizations such as Coaches 4 Character, which focuses on teaching at-risk youth the value of education and character development.

CONNECT WITH OTHER STUDENTS
Lambda Alpha Epsilon National Criminal Justice Society
Alpha Kappa Delta National Honor Society

FIND OUT MORE
For more information, visit clemson.edu/cbbs/sociology.

COMMON CAREER AREAS
Human Services
Case Management
Advocacy
Mental Health Services
Administration
Criminal Justice
Corrections
Rehabilitation
Law Enforcement
Education
Teaching
Research
Government
Public Administration
Policy Analysis
Research
Program Development
City Planning
Social Science Research
Business
Human Resources
Training and Development
Recruiting
Management
Sales
Marketing
Public Relations
Office Administration

RECENT EMPLOYERS OF GRADUATES
Market America Inc. — Paralegal
Greenville County Sheriff’s Office — Sheriff Deputy
Children’s Museum of the Upstate — Michelin YES! Coordinator

RECENT GRADUATE SCHOOLS OF ALUMNI
Stanford University — Ph.D.
Tulane University — Ph.D.
University of Utah — Master’s
YOUR FUTURE.
HEAD ON.