Second Semester
3 - ENGL 3140 Technical Writing
4 - GC 4400 Commercial Printing
5 - Major Requirement
6 - Arts and Humanities (Non-Lit.) Requirement
7 - Elective
8
9
10
11
12
13
Second Semester
3 - GC 4480 Current Dev. and Trends in GC
3 - MGT 3070 Human Resource Management or
3 - PSYC 3640 Industrial Psychology or
3 - PSYC 3680 Organizational Psychology
3 - Graphic Communication Technical Req.
1 - Major Requirement
2 - Elective
15

Senior Year
First Semester
4 - GC 4440 Current Dev. and Trends in GC
3 - MGT 3070 Human Resource Management or
3 - PSYC 3640 Industrial Psychology or
3 - PSYC 3680 Organizational Psychology
3 - Graphic Communication Technical Req.
2 - Elective
1

Second Semester
3 - GC 4480 Planning and Controlling Printing Functions
2 - GC 4800 Senior Seminar in Graphic Comm.
3 - Major Requirement
4 - Elective
12
122 Total Semester Hours

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

Combined Bachelor of Science/Master of Science Degree Program
Under this plan, students may reduce the time necessary to earn both degrees by applying graduate credits to both undergraduate and graduate program requirements. Students may apply up to 12 hours of graduate credits to both the BS and MS degrees. To be eligible for this program, students must have a 3.4 or higher grade-point average, have completed at least 90 credits of coursework and have been admitted to the Graduate School prior to registering for graduate courses. Students in this program are conditionally accepted to the graduate program until they have completed all BS degree requirements.

Sophomore Year
First Semester
3 - ACCT 2010 Financial Accounting Concepts
3 - MGT 2010 Principles of Management
3 - MGT 2180 Mgt. Personal Computer Appl.
3 - STAT 3090 Introductory Business Statistics
3 - Arts and Humanities (Non-Lit.) Requirement
2 - Major Requirement
2 - Elective

Second Semester
3 - ACCT 2020 Managerial Accounting Concepts
3 - MGT 3100 Intermediate Business Statistics
3 - Arts and Humanities (Literature) Requirement
2 - Cross-Cultural Awareness Requirement
2 - Elective

Junior Year
First Semester
3 - MGT 3180 Management of Info. Systems
3 - MGT 3900 Operations Management
3 - MKT 3010 Principles of Marketing
3 - Emphasis Area Requirement
3 - Support Area Requirement

Second Semester
3 - LAW 3220 Legal Environment of Business
3 - MGT 3070 Human Resource Management or
3 - MGT 4000 Mgt. of Organizational Behavior
3 - MGT 3120 Decision Models for Management
3 - Emphasis Area Requirement
3 - Support Area Requirement

Senior Year
First Semester
3 - FIN 3060 Corporation Finance or
3 - FIN 3110 Financial Management I
3 - Emphasis Area Requirement
3 - Support Area Requirement
3 - Elective

Second Semester
3 - MGT 4150 Business Strategy
3 - MGT 4230 International Business Management
3 - Emphasis Area Requirement
3 - Support Area Requirement
3 - Elective

120 Total Semester Hours

Grade of C or better in this course is required for graduation.

On General Education Requirements. If this requirement is met through the completion of another General Education requirement, students will have three additional elective hours. Students must complete 120 total hours. Note: Cross-Cultural Awareness Requirement may also be satisfied by some of these courses.

Management majors must complete an emphasis area consisting of twelve hours beyond the coursework required by the management curriculum and the support area requirement. Students should choose ONE of the following ways to satisfy this requirement:

- Entrepreneurship—ELE 3100, MGT (ELE) 3150 plus two courses from ECON(ELE) 3210, ELE 4010, 4990, MGT 4400, 4470, MKT (ELE) 3440, MGT 4220, 4250, 4260, 4270, 4280, 4290, 4300, SOC (ELE) 4000, 4010, 4050, 4060, 4070, 4300, 4350, 4400, 4450, 4460, 4470.
- International Management—Any four of the following courses, including at least two management courses not already taken in the basic curriculum: MGT 3070, 4000, 4160, 4250, 4310, 4330, 4350, 4360, 4400, PSYC 3640, 3680, 4150, 4170.

Students wishing to change majors into the Marketing degree program must have a 2.0 or higher Clemson/Bridge cumulative grade-point average of 3.0 or higher. Students must also have completed the Pre-Business Program.

MARKETING
Bachelor of Science
The Bachelor of Science degree program in Marketing develops an understanding of various aspects of marketing. The curriculum prepares students for professional marketing careers in industry, government, or the nonprofit sector. Graduates are also well prepared for entrance into the Master of Business Administration, law, or other graduate programs. For students who want a general perspective of marketing, the curriculum provides a broad range of subjects with the flexibility to tailor courses by choosing areas that enhance career preparation in various areas of marketing. Subjects include promotional strategy, professional selling, sales management, public and nonprofit marketing, entrepreneurship, marketing research, product management, marketing management, and international marketing. The Marketing curriculum provides the conceptual, quantitative, and analytical skills necessary to function in a dynamic business environment. The Marketing degree is accredited by AACSB International.

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.

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Second Semester
3 - ENGL 3140 Technical Writing
4 - GC 4400 Commercial Printing
5 - Major Requirement
6 - Arts and Humanities (Non-Lit.) Requirement
7 - Elective
8
9
10
11
12
122 Total Semester Hours

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

Combined Bachelor of Science/Master of Science Degree Program
Under this plan, students may reduce the time necessary to earn both degrees by applying graduate credits to both undergraduate and graduate program requirements. Students may apply up to 12 hours of graduate credits to both the BS and MS degrees. To be eligible for this program, students must have a 3.4 or higher grade-point average, have completed at least 90 credits of coursework and have been admitted to the Graduate School prior to registering for graduate courses. Students in this program are conditionally accepted to the graduate program until they have completed all BS degree requirements.

Sophomore Year
First Semester
3 - ACCT 2010 Financial Accounting Concepts
3 - MGT 2010 Principles of Management
3 - MGT 2180 Mgt. Personal Computer Appl.
3 - STAT 3090 Introductory Business Statistics
3 - Arts and Humanities (Non-Lit.) Requirement
2 - Major Requirement
2 - Elective

Second Semester
3 - ACCT 2020 Managerial Accounting Concepts
3 - MGT 3100 Intermediate Business Statistics
3 - Arts and Humanities (Literature) Requirement
2 - Cross-Cultural Awareness Requirement
2 - Elective

Junior Year
First Semester
3 - MGT 3180 Management of Info. Systems
3 - MGT 3900 Operations Management
3 - MKT 3010 Principles of Marketing
3 - Emphasis Area Requirement
3 - Support Area Requirement

Second Semester
3 - LAW 3220 Legal Environment of Business
3 - MGT 3070 Human Resource Management or
3 - MGT 4000 Mgt. of Organizational Behavior
3 - MGT 3120 Decision Models for Management
3 - Emphasis Area Requirement
3 - Support Area Requirement

Senior Year
First Semester
3 - FIN 3060 Corporation Finance or
3 - FIN 3110 Financial Management I
3 - Emphasis Area Requirement
3 - Support Area Requirement
3 - Elective

Second Semester
3 - MGT 4150 Business Strategy
3 - MGT 4230 International Business Management
3 - Emphasis Area Requirement
3 - Support Area Requirement
3 - Elective

120 Total Semester Hours

Grade of C or better in this course is required for graduation.

On General Education Requirements. If this requirement is met through the completion of another General Education requirement, students will have three additional elective hours. Students must complete 120 total hours. Note: Cross-Cultural Awareness Requirement may also be satisfied by some of these courses.

Management majors must complete an emphasis area consisting of twelve hours beyond the coursework required by the management curriculum and the support area requirement. Students should choose ONE of the following ways to satisfy this requirement:

- Entrepreneurship—ELE 3100, MGT (ELE) 3150 plus two courses from ECON(ELE) 3210, ELE 4010, 4990, MGT 4400, 4470, MKT (ELE) 3440, MGT 4220, 4250, 4260, 4270, 4280, 4290, 4300, SOC (ELE) 4000, 4010, 4050, 4060, 4070.
- International Management—Any four of the following courses, including at least two management courses not already taken in the basic curriculum: MGT 3070, 4000, 4160, 4250, 4310, 4330, 4350, 4360, 4400, PSYC 3640, 3680, 4150, 4170.

Students wishing to change majors into the Marketing degree program must have a 2.0 or higher Clemson/Bridge cumulative grade-point average of 3.0 or higher. Students must also have completed the Pre-Business Program.

MARKETING
Bachelor of Science
The Bachelor of Science degree program in Marketing develops an understanding of various aspects of marketing. The curriculum prepares students for professional marketing careers in industry, government, or the nonprofit sector. Graduates are also well prepared for entrance into the Master of Business Administration, law, or other graduate programs. For students who want a general perspective of marketing, the curriculum provides a broad range of subjects with the flexibility to tailor courses by choosing areas that enhance career preparation in various areas of marketing. Subjects include promotional strategy, professional selling, sales management, public and nonprofit marketing, entrepreneurship, marketing research, product management, marketing management, and international marketing. The Marketing curriculum provides the conceptual, quantitative, and analytical skills necessary to function in a dynamic business environment. The Marketing degree is accredited by AACSB International.

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 3020 Consumer Behavior
3 - MKT 3100 Principles of Marketing
3 - STAT 3090 Introductory Business Statistics
3 - Arts and Humanities (Non-Lit.) Requirement
15

Second Semester
3 - ACCT 2020 Managerial Accounting Concepts
3 - MKT 3310 Marketing Metrics and Analytics
3 - Arts and Humanities (Literature) Requirement
3 - Cross-Cultural Awareness Requirement
3 - Professional Development Requirement
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 - Support Course Requirement
15

Second Semester
3 - FIN 3060 Corporation Finance
3 - MKT 4200 Professional Selling
3 - Marketing Requirement
3 - Support Course Requirement
4 - Elective
16

Senior Year
First Semester
3 - MGT 4150 Business Strategy
3 - MKT 4270 International Marketing
3 - Marketing Requirement
3 - Support Course Requirement
3 - Elective
15

Second Semester
3 - MKT 4500 Strategic Marketing Management
3 - Marketing Requirement
3 - Support Course Requirement
3 - Elective
15

121 Total Semester Hours

POLITICAL SCIENCE
The Department of Political Science offers two degree programs: a Bachelor of Arts and a Bachelor of Science, requiring 120-121 credit hours. Both prepare students for a wide range of graduate programs and career opportunities. The Bachelor of Arts program provides broad coverage of the political science discipline and emphasizes communication skills and humanities. The Bachelor of Science program is recommended for those with an aptitude for mathematics and/or an interest in political economy, public administration, public policy, or other fields requiring advanced quantitative skills. Both programs are appropriate for pre-law students and for students interested in either American or global politics. Note that the Bachelor of Arts degree requires a minor, and the Bachelor of Science degree requires a field of concentration and, depending on the concentration, requires or allows a minor.

Bachelor of Arts
The requirements for a Bachelor of Arts degree in Political Science consist of POSC 1010, 1020 or 1040, 1030, 1990, 4990, and at least 24 additional credit hours in political science at the 3000-4000 level, including at least one course from each of the following fields:

American Government—POSC 4030, 4050, 4160, 4360, 4420
Comparative Politics—POSC 3710, 3720, 4660, 4710, 4760, 4770, 4780
International Relations—POSC 3610, 3620, 3630, 3750, 4290, 4470, 4480
Political Theory—POSC 4490, 4500, 4530, 4550
Public Policy and Public Administration—POSC 3020, 3210, 4210, 4230, 4240, 4300

The student’s additional coursework in political science is chosen with the consent and advice of the departmental advisor to ensure an appropriate balance of breadth and specialization within the field of political science. In addition to the courses listed above, the department offers a wide range of specialized courses in each of the subfields of the political science discipline.

The Bachelor of Arts degree in Political Science also requires additional arts and humanities courses beyond the basic General Education Requirements.

Note: No more than three hours credit from POSC 3050, 3100, 3110, 3120, 3130, 4090, and 4100 may be applied toward a Political Science major.

Freshman Year
First Semester
3 - POSC 1010 American National Government
1 - POSC 1990 Introduction to Political Science
3 - Foreign Language Requirement
3 - History Requirement
3 - Mathematics Requirement
1 - Elective
14

Second Semester
3 - ENGL 1030 Accelerated Composition
3 - POSC 1020 Intro. to International Relations or
3 - POSC 1040 Intro. to Comparative Politics
3 - POSC 1030 Introduction to Political Theory
3 - Foreign Language Requirement
4 - Natural Science Requirement
16

Sophomore Year
First Semester
3 - Arts and Humanities (Literature) Requirement
3 - Major Requirement
3 - Mathematics or Natural Science Requirement
3 - Oral Communication Requirement
1 - Elective
15

Second Semester
3 - Arts and Humanities (Literature) Requirement
3 - Arts and Humanities (Non-Lit.) Requirement
3 - History Requirement
3 - Minor Requirement
15

Junior Year
First Semester
3 - ECON 2110 Principles of Microeconomics
3 - Major Requirement
3 - Minor Requirement
3 - Science and Tech. in Society Requirement
1 - Elective
15

Second Semester
3 - ECON 2120 Principles of Macroeconomics
3 - Major Requirement
3 - Minor Requirement
6 - Elective
15

Senior Year
First Semester
1 - POSC 4990 Professional Dev. in Political Sci.
3 - Fine Arts Requirement
6 - Major Requirement
3 - Minor Requirement
2 - Elective
15

Second Semester
6 - Major Requirement
3 - Minor Requirement
6 - Elective
15

120 Total Semester Hours

Students must complete six hours (through 2020) in Arabic, Chinese, French, German, Italian, Japanese, Portuguese or Spanish.

1See General Education Requirements. Biology 1090 may not be used to satisfy the Natural Science requirement.
2Any University-approved General Education Natural Science course except BIOL 1090.
3See major requirements in program description above.
4See list of approved minors on page 93.