



# MARKETING

The Department of Marketing's "Get Real" education combines theory and practice and provides the conceptual, quantitative, analytical and critical thinking skills necessary for professional marketing careers in industry, government or the non-profit sector. The department has developed a reputation for its broad-based, interdisciplinary programs that can also prepare students for entrance into graduate studies in marketing, business administration, law and other disciplines.

Our Sales Innovation Program offers a sales certificate where students partake in real-world challenges, foundational role-play exercises and leadership opportunities that give them a competitive advantage in the marketplace.

The Master of Science degree is intended to advance students' knowledge and expertise in marketing theory and practice, and prepare them for careers in marketing analysis, research, management and scholarship. Graduates who have completed or are enrolled in Ph.D. programs (Penn State, Connecticut, Arkansas, LSU, Utah and Clemson) are co-authors of multiple research papers. This one-year master's degree is designed to enhance the skills and training for students with prior academic and work experience in business.

**DEGREES  
OFFERED:**

**B.S.  
M.S.**



## DEPARTMENT OF MARKETING

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# HIGHLIGHTS

## THE MARKETING PROGRAM

- Combines theory and practice for a “Get Real” education
- Strengthens critical thinking, communication, leadership and teamwork skills
- Develops skills to take ideas to the marketplace
- Offers experiential learning programs and Creative Inquiry classes, including:
  - Sales certificate through our Sales Innovation Program
  - Gateways to World Markets: New York class trip
  - Real-world projects with companies such as Dow, FSC Pediatrics, and ScanSource
  - Tiger Paw Classic Golf Tournament (More than \$150,000 has been raised for charity, as well as Clemson student scholarships, honors and awards.)
  - Sports Immersion Trip
  - National advertising and sales competitions
  - Lunch and learn workshops

## OUR STUDENTS

- Have won Donate Life Duel
- Tied for 1st place worldwide (850 teams) on overall results of real-world simulation project
- Hold many leadership positions on campus
- Have a mean overall GPA of 3.4
- Are a diverse group from all over the country, with 42 percent from out-of-state
- Have placed in national advertising and sales competitions, including:
  - 1st place nationally: Yellow Pages Challenge
  - 1st place nationally: Chevrolet Sonic

