Second Semester
3 - GC 4480 Planning and Controlling Printing Functions
2 - GC 4800 Senior Seminar in Graphic Comm.
3 - Major Requirement1
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 Management1
3 - Emphasis Area Requirement4
3 - Elective
15
Second Semester
3 - ACCT 2020 Managerial Accounting Concepts
3 - MGT 3010 Intermediate Business Statistics
3 - Elective
15
Junior Year
First Semester
3 - MGT 3070 Human Resource Management1 or 3 - MGT 4000 Mgt. of Organizational Behavior1
3 - MGT 3180 Management of Info. Systems1
3 - MGT 3900 Operations Management1
3 - MKT 3010 Principles of Marketing
3 - Support Area Requirement1
15
Second Semester
3 - LAW 3220 Legal Environment of Business
3 - MGT 3120 Decision Models for Management1
6 - Emphasis Area Requirement1,4
3 - Support Area Requirement1
15
Senior Year
First Semester
3 - FIN 3060 Corporation Finance or 3 - FIN 3110 Financial Management I
3 - Emphasis Area Requirement1,4
6 - Support Area Requirement1
3 - Elective
15
Second Semester
3 - MGT 4150 Business Strategy1,5
3 - MGT 4230 International Business Management1
3 - Emphasis Area Requirement1,4
3 - Support Area Requirement1
3 - Elective
15
120 Total Semester Hours

1Grade of C or better in this course is required for graduation.
2See 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.
3Management majors must complete a support area consisting of fifteen hours beyond the coursework required by the management curriculum and the management emphasis area requirement. Students should choose ONE of the following two ways to satisfy this requirement: (1) Declare and complete a minor requiring AT LEAST 15 hours of additional coursework; or (2) Complete 15 hours of coursework selected from the following: Any 3000- or 4000-level ACCT, ECON, ELE, FIN, LAW, MGT or MKT course, any 2000-level or higher ARAB, CHIN, FR, GER, ITAL, JAPAN, RUSS, or SPAN course; any course selected from the following list: AGRB 4210, BUS 3990, BUS 4990, COMM 3610, 3640, 4640, 4800, CSPC 4620, NPL 3000, PHIL 3440, POSC 3610, 3620, 4290, PSYC 3640, 3680, 3690, 4350, 4710, SOC 3560, 4350.
4Management 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: Business Analytics—MGT 1500, 3510, 4500, and 4540
Entrepreneurship—ELE 3101 plus three courses selected from ECON (ELE) 3120, ELE 3020, 3030, 4010, 4020, 4030, 4990, MGT 4210, 4350, 4710, MKT 4200, 4250, 4260, 4270, 4280, 4290, 4350, 4360, 4370, 4380, 4390, 4430, 4470.
5MGT 4110 must be taken at Clemson University.

Marketing
Bachelors 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.

MARKETING
Bachelor of Science
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1MGT 3050 must be taken at Clemson University.

Students must include four credit hours in chemistry (CH 1010 or 1020) and four credit hours in physics (PHYS 1220 or 2070/2090).

Students must be approved prior to registration. A total of 18 credits selected from any BIOL, CH, or PHYS courses that satisfy the General Education Mathematics or Natural Science Requirement, the Natural Science with Laboratory Requirement, or the Science and Technology in Society Requirement; or AGRB 3350, ART 1030, 2110, 2130, 2150, 3110, 3150, 4110, 4130, 4150, AS 1090, 1100, ASL 1010, 1020, CHIN 1010, 1020, COMM 3300, 3500, 3220, 3300, 3480, 3550, 3610, 3640, 3710, 3720, 3730, 3740, 3750, 3760, CSPC 2210, 2310, 4620, DPA 3070, 4000, 4010, 4020, 4030, ECON 2210, 3200, 3220, 3260, 3290, 3310, 3450, 3520, 3610, ELE 3030, 3210, 3560, 4030, 4020, 4990, ENGL 4900, 4950, ENGR 1300, 1410, 2080, 2090, ENSP 4000, 4720, FIN 3010, 3060, FR 1010, 1020, GC 1990, 2420, 2990, 3990, 4070, 4450, 4510, 4550, 4900, 4990, GER 1010, 1020, IE 2010, 2020, 3840, 3860, 4600, 4620, 4870, ITAL 1010, 1020, JAPN 1010, 1020, LAW 3220, 4200, any LS course, MATH 2050, 2070, MGMT 3060, 3070, 3100, 3120, 3150, 3160, 3900, 4000, 4020, 4040, 4060, 4110, 4120, 4150, 4610, 4620, 4930, 4940, 4970, 5430, 4120, 4130, 4350, 4550, 4560, MKT 3020, 3120, 3310, 3430, 4120, 4230, 4240, 4250, 4260, 4270, 4280, 4290, 4300, 4310, 4330, 4340, 4430, 4550, 4610, 1010, 1020, MSE 2100, PHIL 4440, PKSC 2200, 2040, 2060, 3220, 3680, 4220, 4300, 4540, PRMT 4450, PSYC 3300, 3680, 3690, RUS 1010, 1020, SOC 2010, 2350, 3350, 4300, SPAN 1010, 1020, 1040, STAT 3310, 4410. NOTE: A maximum of four credits of BIOL, CH, and PHYS courses, a maximum of one credit of LS courses, a maximum of six credits of ECON courses, and a maximum of three credits of PSYC courses may be used to satisfy this requirement.

Students who wish to minor in Business Administration may not select STAT 2300.

Select any ENGL course from General Education Arts and Humanities (Literature) Requirement.

One internship must be in a fall or spring semester (summer—at least 12 weeks; fall/spring—at least 15 weeks). GC 4550 will not substitute for 4500.

See General Education Requirements. This course or three additional elective hours may also satisfy the Cross-Cultural Awareness Requirement.

Select from GC 1990, 2400, 2990, 3990, 4070, 4450, 4510, 4900, 4990.