Second Semester
3 - GC 4480 Planning and Controlling Printing Functions
2 - GC 4800 Senior Seminar in Graphic Comm.
3 - Major Requirement
2 - 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
2 - MGT 2010 Principles of Management
1,4 - CPSC 2200 Microcomputer Applications
3 - Elective
3 - MGT 3100 Intermediate Business Statistics
3 - Arts and Humanities (Non-Lit.) Requirement
2 - Support Area Requirement

Second Semester
3 - ACCT 2020 Managerial Accounting Concepts
3 - MGT 3010 Intermediate Business Statistics
3 - Arts and Humanities (Literature) Requirement
2 - Support Area Requirement
1,4 - Cross Cultural Awareness Requirement
2 - Elective

Junior Year
First Semester
3 - MGT 3070 Human Resource Management 1 or
3 - MGT 4000 Mgt. of Organizational Behavior
3 - MGT 3180 Management of Info. Systems
3 - MGT 3900 Operations Management
3 - MGT 3010 Principles of Marketing
3 - Support Area Requirement
1,4 6 - Support Area Requirement
2 - Elective

Second Semester
3 - LAW 3220 Legal Environment of Business
3 - MGT 3120 Decision Models for Management
1,4 - Emphasis Area Requirement
2 - Support Area Requirement
1,4 6 - Support Area Requirement
2 - Elective

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

Second Semester
3 - MGT 4150 Business Strategy 1,5
3 - MGT 4230 International Business Management
3 - Emphasis Area Requirement
4 - Support Area Requirement
2 - Elective

120 Total Semester Hours

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

*See 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 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, JAPN, RUSS, or SPAN course; any course selected from the following list: AGRB 4210, BUS 3990, GC 4480, COMM 3610, 3640, 4640, 4800, CPSC 4620, NPL 3000, PHIL 3440, POSC 3610, 3620, 4290; PSY 3460, 3480, 4510, 4710, SOC 3560, 4300.

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:

Business Analytics—MGT 3500, 3510, 4500, and 4540
Entrepreneurship—ELE 3100 plus three courses selected from ECON (ELE) 3120, ELE 3020, 3030, 4010, 4020, 4030, 4090, MGT 4220, 4460, 4970, MKT 4220, 4250, 4260, 4270, 4280, 4290, 4300, SOCI (ELE) 3500.

Human Resource 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, 4350, 4460, 4480, PSYC 3460, 3480, 4510, 4710.

International Management—Any four of the following courses: ECON 3100, FIN 4110, LAW 4200, MGT 4240, 4480, 4680, MKT 4270, POSC 3610, 3620, 4290, and any international business courses approved in advance and taken as part of a study abroad experience.

Management Information Systems—MGT 4110, 4520, and two courses from CPSC 4620, MGT 4300 (topic must be approved in advance by advisor), 4540, 4550, 4560.

Operations Management—MGT 4020, and two courses from MGT 4040, 4120, 4440.

Supply Chain Management—MGT 4120, 4240, and two courses from MGT 3050, 3170, 4020, 4080, 4270, 4440, MKT 4260.

General Management—Any four 3000- or 4000-level management courses.

*MG 4150 must be taken at Clemson University.

Note: At least 50 percent of the total credits taken in ACCT, ECON, ELE, FIN, LAW, MGT, and MKT must be taken at Clemson University.

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 wish to pursue a career in 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**
- ACCT 2010 Financial Accounting Concepts
- MGT 2010 Principles of Management
- MKT 3010 Principles of Marketing
- STAT 3090 Introductory Business Statistics
- Arts and Humanities (Non-Lit.) Requirement
  
**Second Semester**
- ACCT 2020 Managerial Acct. Concepts or ACCT 3030 Cost Accounting
- MKT 3310 Marketing Metrics and Analytics
- Arts and Humanities (Literature) Requirement
- Cross-Cultural Awareness Requirement
- Professional Development Requirement
  
**Junior Year**

**First Semester**
- ENGL 3040 Business Writing
- LAW 3220 Legal Environment of Business
- MKT 3020 Consumer Behavior
- MKT 4310 Marketing Research
- Support Course Requirement
  
**Second Semester**
- FIN 3060 Corporation Finance or FIN 3110 Financial Management I
- MKT 4200 Professional Selling
- Marketing Requirement
- Support Course Requirement
- Elective
  
**Senior Year**

**First Semester**
- MGT 4150 Business Strategy
- MKT 4270 International Marketing
- Marketing Requirement
- Support Course Requirement
- Elective
  
**Second Semester**
- MKT 4500 Strategic Marketing Management
- Marketing Requirement
- Support Course Requirement
- Elective
  
121 Total Semester Hours

1See General Education Requirements. Note: Cross-Cultural Awareness Requirement may also be satisfied by other General Education courses.

2Selected by the student and the advisor from ARCH 1010, ART 1030, 1510, 1520, AUD 2790, AVS 1500, 1510, 2010, 2030, 2040, 2060, 2090, BIOL 2050, 2060, 2110, 2220, 2230, 2520, CE 2060, 2080, 2550, COMM 2120, CPSC 2120, CTE 3100, DSN 3700, ENGL 2130, FDSC 2140, FOR 2050, 2060, GC 1040, 1990, HCC 3330, HETH 2980, HORT 2710, IPM 4010, MKT 2980, MISE 2500, MUSC 2420, 2430, 2510, 2520, PES 2020, PHYS 2210, 2220, PKSC 2020, 2040, 2060, PLPH 3400, PRSTM 2700, PSYC 2750, or any course in AS, or any 2000-level course in EES or HUN, or any 2000–3000-level course in ART, or any 2000–4000-level course in AGM, CH, CHE, ECE, ENGR, ENSP, GC, or ME, or any 3000-level course in PLPH, or any 3000–4000-level course in AAH, ACCT, AGED, AGR, AGRB, ANTH, ARCH ASL, ASTR, AUD, AVS, BCHM, BE, BIEOE, BID, CE, CHIN, COMM, CPSC, CRD, CSM, CVT, DPA, ECON, EDE, EDEL, EDF, EDSP, EDSC, ELE, ENGL, ENR, ENT, FDSC, FIN, FOR, FR, GW, GEN, GEOG, GEOL, GER, HIST, HLTH, HORT, HUM, IE, ITAL, JAPN, LANG, LARC, LAW, MATH, MGT, MICR, MKT, ML, MISE, MUSC, NFL, NURS, NUTR, PAS, PES, PHIL, PHYS, PKSC, PLPA, POESC, PRSTM, PSYC, REL, RS, RUSS, SOC, SPAN, STS, THEA, WFB, or WS, or any 4000-level course in AGM, BMOL, CRP, EDL, EDU, EES, ETOX, FNR, HP, or STAT. Certain minors may be used to satisfy the Support Courses Requirement. A maximum of six hours can be from MKT 2980, 3980, 3990, 4980, and 4990.

3Select from any MKT 3000- and 4000-level content courses except for MKT 3980, 3990, 4980, or 4990.

Note: At least 50 percent of the total credits taken in ACCT, ECON, FIN, LAW, MGT, and MKT must be taken at Clemson University.