



# SPORTS MARKETING

## Typical Course Sequence

Beginning with the class of 2014

Revised 7-1-2014



### First Year – Fall Semester

<input type="checkbox"/>	<sup>1</sup> ACC 101EC Excel Competency (one credit)
<input type="checkbox"/>	ACC 101 Financial Accounting [BC]
<input type="checkbox"/>	English 101 Craft of Language [VC] (or AP credit)
<input type="checkbox"/>	First Year Seminar [SC] or MGT 110 or 120 [BC]
<input type="checkbox"/>	Math Beauty [VC]
<input type="checkbox"/>	Foreign Language [VC]

### First Year – Spring Semester

<input type="checkbox"/>	ACC 102 Managerial Accounting [BC]
<input type="checkbox"/>	ENG 102 Texts and Contexts [SC]
<input type="checkbox"/>	MGT 110 or 120 [BC] or First Year Seminar [SC]
<input type="checkbox"/>	ECN 101 Microeconomics [VC]
<input type="checkbox"/>	Foreign Language [VC]

### Sophomore Year – Fall Semester

<input type="checkbox"/>	MKT 201 Principles of Marketing [BC]
<input type="checkbox"/>	<sup>2</sup> DSS 200 Intro to Info Systems [BC] either semester
<input type="checkbox"/>	DSS 210 Business Statistics [BC]
<input type="checkbox"/>	HIS 154 Forging the Modern World [SC]
<input type="checkbox"/>	THE 154 Faith, Justice, Catholic Tradition [SC]

### Sophomore Year – Spring Semester

<input type="checkbox"/>	MKT 351 The Business of Sports [MAJ]
<input type="checkbox"/>	DSS 220 Business Analytics [BC]
<input type="checkbox"/>	FIN 200 Introduction to Finance [BC]
<input type="checkbox"/>	PHL 154 Moral Foundations [SC]
<input type="checkbox"/>	Religious Difference Selection [VC]

### Junior Year – Fall Semester

<input type="checkbox"/>	MKT 353 Sports Marketing [MAJ]
<input type="checkbox"/>	ECN 102 Macroeconomics [ILC #1]
<input type="checkbox"/>	Faith and Reason Selection [SC]
<input type="checkbox"/>	MGT 360 Legal Environment of Business I [BC]
<input type="checkbox"/>	ELECTIVE

### Junior Year – Spring Semester

<input type="checkbox"/>	MKT 490 Internship in Sports Marketing [MAJ]
<input type="checkbox"/>	Sports MKT Upper Level Elective [MAJ]
<input type="checkbox"/>	<sup>4</sup> Integrated Learning Course [ILC #2]
<input type="checkbox"/>	Philosophical Anthropology Selection [VC]
<input type="checkbox"/>	ELECTIVE

### Senior Year – Fall Semester

<input type="checkbox"/>	MKT 355 Sports Selling & Sales [MAJ]
<input type="checkbox"/>	Fine Arts/Literature Selection [VC]
<input type="checkbox"/>	<sup>3</sup> Laboratory Science [VC]
<input type="checkbox"/>	ELECTIVE
<input type="checkbox"/>	ELECTIVE

### Senior Year – Spring Semester

<input type="checkbox"/>	BUS 495 Business Policy [BC] (either semester)
<input type="checkbox"/>	Sports MKT Upper Level Elective [MAJ]
<input type="checkbox"/>	ECN 420 Sports Economics [ILC #3]
<input type="checkbox"/>	ELECTIVE ( <sup>3</sup> or 2 <sup>nd</sup> non-lab science course)
<input type="checkbox"/>	ELECTIVE

[SC] Signature courses (6)

[BC] HSB Core (10)

[VC] Variable courses (6-9)

ELECTIVES (6)

[ILC] Integrated Learning courses (3)

[MAJ] Courses in Major (6)

<sup>1</sup>ACC 101EC Excel Competency is a one credit online course in conjunction with ACC 101. Competency in Excel must be demonstrated by all first-year business students in the fall semester.

<sup>2</sup>DSS 210 is a pre-req for DSS 220 and should be taken first, DSS 200 can be taken either semester.

<sup>3</sup>To satisfy this requirement the student may take either one-credit laboratory course or two 3-credit non-laboratory courses. If choosing the 2 semester option, the second course replaces an elective.

<sup>4</sup>Any course in social science (ECN – except 101, 102, 420 - POL, PSY, SOC) and Philosophy of Sports will meet ILC requirement number 2; ILC requirement 3 is ECN 420, Sports Economics.

**Overlays:** In selecting courses, students will be required to identify courses that meet the overlay requirements in the areas of 1) Diversity, Globalization or Non-Western Area Studies, 2) Ethics Intensive and 3) Writing Intensive. Many of the courses already in your schedule may cover these areas.

# GEP SPORTS MARKETING CHECKLIST (total of 40 courses)

Revised 7-1-2014

**STUDENTS:** This checklist is in order of graduation requirements for your major. Be sure to review the notes on the opposite page as well as the on-line course catalog for more specific guidelines.

## GEP Signature Courses [SC] (6 courses)

- \_\_\_\_\_ First Year Seminar Selection – Your Course Title: \_\_\_\_\_
- \_\_\_\_\_ Faith and Reason Selection – Your Course Title: \_\_\_\_\_
- \_\_\_\_\_ ENG 102 Texts and Contexts
- \_\_\_\_\_ HIS 154 Forging the Modern World
- \_\_\_\_\_ PHL 154 Moral Foundations
- \_\_\_\_\_ THE 154 Faith, Justice and the Catholic Tradition

## Variable Courses [VC] (9 courses)

- \_\_\_\_\_ Fine Arts and Literature Selection – Your Course Title: \_\_\_\_\_
- \_\_\_\_\_ ECN 101 Microeconomics
- \_\_\_\_\_ ENG 101 Craft of Language
- \_\_\_\_\_ Non-Native Language (1-2 semesters depending on level)
- \_\_\_\_\_ <sup>3</sup>Laboratory Science Selection – Your Course Title: \_\_\_\_\_
- \_\_\_\_\_ Math Beauty Selection – Your Course Title: \_\_\_\_\_
- \_\_\_\_\_ Philosophical Anthropology Selection – Your Course Title: \_\_\_\_\_
- \_\_\_\_\_ Religious Difference Selection – Your Course Title: \_\_\_\_\_

## Integrated Learning Courses [ILC] (3 courses)

- \_\_\_\_\_ ILC #1 ECN 102 Macroeconomics
- \_\_\_\_\_ ILC #2 <sup>4</sup>Integrated Learning Course - Your course: \_\_\_\_\_
- \_\_\_\_\_ ILC #3 ECN 420 Sports Economics

## Business Core Required Courses [BC] (10 courses in addition to the 1 credit ACC 101EC)

- |                              |                              |                   |  |
|------------------------------|------------------------------|-------------------|--|
| _____ <sup>1</sup> ACC 101EC | Excel Competency             | _____ FIN 200     | Introduction to Finance  |
| _____ ACC 101                | Financial Accounting         | _____ MGT 360     | Legal Environment of Business I  |
| _____ ACC 102                | Managerial Accounting        | _____ MGT 110/120 | 110 Essentials of Organ Behavior<br><b>or</b> 120 Essentials of Management |
| _____ <sup>2</sup> DSS 200   | Introduction to Info Systems | _____ MKT 201     | Principles of Marketing  |
| _____ DSS 210                | Business Statistics          | _____ BUS 495     | Business Policy  |
| _____ DSS 220                | Business Analytics           |                   |  |

## Courses in Major [MAJ] (6 courses)

- \_\_\_\_\_ MKT 351 The Business of Sports
- \_\_\_\_\_ MKT 353 Sports Marketing
- \_\_\_\_\_ MKT 490 Internship in Sports Marketing
- \_\_\_\_\_ MKT 355 Sports Selling and Sales
- \_\_\_\_\_ MKT \_\_\_\_\_ Sports MKT Upper Level Elective } See online catalog
- \_\_\_\_\_ MKT \_\_\_\_\_ Sports MKT Upper Level Elective } for options

## Free Electives (6 courses)

- \_\_\_\_\_ Free Elective
- \_\_\_\_\_ Free Elective
- \_\_\_\_\_ Free Elective
- \_\_\_\_\_ Free Elective
- \_\_\_\_\_ Free Elective
- \_\_\_\_\_ Free Elective (<sup>3</sup>or the 2<sup>nd</sup> non-lab science course)

**Three courses among your 40 must satisfy the following overlay areas:**

- \_\_\_\_\_ Diversity, Globalization, or Non-Western Studies Course
- \_\_\_\_\_ Ethics Intensive Course
- \_\_\_\_\_ Writing Intensive Course

**Please be sure to consult your advisor.**