



SPORTS MARKETING

Typical Course Sequence

Beginning with the class of 2014

Revised 7-1-2014



First Year – Fall Semester

<input type="checkbox"/>	¹ 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"/>	² 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"/>	⁴ 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"/>	³ 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 (³ or 2 nd 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)

¹ACC 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.

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

³To 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.

⁴Any 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)
- _____ ³Laboratory 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 ⁴Integrated 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)

- | | | | |
|------------------------------|------------------------------|-------------------|--|
| _____ ¹ 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
or 120 Essentials of Management |
| _____ ² 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 (³or the 2nd 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.