

Sport Marketing Major (56-59 credit hours)

2018-2019

Pre-Requisite: One course from:

- MATH 1300, Finite Mathematics, 3 credit hours
- MATH 1400, Applied Calculus, 4 credit hours
- MATH 2010, Calculus I, 4 credit hours

Business Core Requirements:

- ACCT 2010, Principles of Accounting I, 3 credit hours
- ACCT 2020, Principles of Accounting II, 3 credit hours
- BSNS 1050, Business as a Profession, 2 credit hours
- BSNS 2510, Principles of Finance, 3 credit hours
- BSNS 2710, Principles of Management, 3 credit hours
- BSNS 2810, Principles of Marketing, 3 credit hours
- BSNS 3420, Business Law, 3 credit hours
- BSNS 4500, Strategic Management, 3 credit hours
- BSNS 4910, Seminar in Ethics and Leadership, 1 credit hour
- CPSC 1100, Introduction to Business Informatics, 3 credit hours
- ECON 2010, Principles of Macroeconomics, 3 credit hours
- ECON 2020, Principles of Microeconomics, 3 credit hours

4 credit hours from:

- BSNS 2450, Business Statistic Analysis, 4 credit hours
- MATH 2120, Introductory Statistics with Applications, 4 credit hours
- PSYC 2440, Applied Statistics and Introduction to Research, 4 credit hours

BSNS 2550 is strongly recommended where it is not required.

Required:

- BSNS 3220, Consumer Behavior, 3 credit hours
- BSNS 4110, Marketing Research, 3 credit hours
- BSNS 4330, Marketing Management, 3 credit hours
- BSNS 4440, Senior Marketing Seminar, 1 credit hour

Sport Marketing:

- BSNS 3130, Sport Marketing, 3 credit hours
- BSNS 4360, Sport Sponsorship and Sales, 3 hours
- BSNS 4560, The Business of Game Day Experience, 3 hours
- BSNS 4800, Business Internship, 1-4 credit hours (arranged)

Sport Marketing concentration proposed course sequence:

Freshman: BSNS 1050, one of the following: MATH 1300 or MATH 1400 or MATH 2010;

CPSC 1100, BSNS 2810

Sophomore: ACCT 2010, BSNS 2710, ECON 2010, BSNS 3130; ACCT 2020, ECON 2020, Stats, BSNS 4360

Junior: BSNS 3220, 4560; BSNS 2510, 3420

Senior: BSNS 4500, 4800, 4910, 4110; BSNS 4330, 4440

- BSNS 4440, Senior Marketing Seminar, is a Writing Intensive course in the Liberal Arts Program.
- BSNS 4910, Seminar in Ethics and Leadership, is a Writing Intensive course in the Liberal Arts Program.

Questions? Please contact the [Falls School of Business](#).

Marketing: Sport Marketing Suggested Course Sequence

2018-2019

SEMESTER 1		SEMESTER 2	
BSNS 1050	2 Hours	CPSC 1100	3 Hours
MATH 1300	3 Hours	BSNS 2810	3 Hours
ENGL 1100/ENGL 1110	4-3 Hours	ENGL 1120	3 Hours
LART 1050	1 Hour	LART 1100	2 Hours
Foreign Language	4 Hours	Personal Wellness	2-Hours

SEMESTER 3		SEMESTER 4	
ACCT 2010	3 Hours	ACCT 2020	3 Hours
ECON 2010	3 Hours	ECON 2020	3 Hours
BSNS 2710	3 Hours	BSNS 2450 or PSYC 2440 or MATH 2120	4 Hours
BSNS 3130	3 Hours	BSNS 4360	3 Hours
COMM 1000	3 Hours	BIBL 2000	3 Hours

SEMESTER 5		SEMESTER 6	
BSNS 3220	3 Hours	BSNS 3420	3 Hours
BSNS 4560	3 Hours	BSNS 2510	3 Hours
Christian Ways of Knowing	3 Hours	Civic Ways of Knowing	3 Hours
Scientific Ways of Knowing	4 Hours		

SEMESTER 7		SEMESTER 8	
BSNS 4500	3 Hours	BSNS 4330	3 Hours
BSNS 4910	1 Hour	BSNS 4440	1 Hour
BSNS 4110	3 Hours	Aesthetic Ways of Knowing	3 Hours
BSNS 4800	1-4 Hours	Global/Intercultural	3 Hours
Speaking Intensive	3 Hours	Elective	3 Hours

Courses in business administration are designed to provide general understanding of the operation of organizations, preparation for careers in administration in business and various other kinds of societal organizations, and preparation for graduate study.