

Sport Marketing Major (64 credit 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.

Business Core Requirements (43-hours):

- MATH 1300 Finite Mathematics, 3 credit hours or MATH 1400, Applied Calculus, 4 credit hours or MATH 2010, Calculus I, 4 credit hours
- 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 2310 Business Analytics, 3 credit hours
- BSNS 2450 Data Analytics and Decision Making for Business, 3 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 3270 Project Management, 3 credit hours
- BSNS 3420 Business Law, 3 credit hours
- BSNS 4500 Strategic Management, 3 credit hours
- BSNS 4910 Senior Seminar in Business, 2 credit hours
- ECON 2010 Principles of Macroeconomics, 3 credit hours
- ECON 2020 Principles of Microeconomics, 3 credit hours

Required:

- BSNS 3210, Buyer/Seller Relations, 3 credit hours
- BSNS 4110, Marketing Research, 3 credit hours
- BSNS 4330, Marketing Management, 3 credit hours

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, 3 hours
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- BSNS 4910, Seminar in Ethics and Leadership, is a writing intensive course in the Liberal Arts Program.
 - BSNS 4480, Leadership, is a speaking intensive course in the Liberal Arts Program.

NOTE: All students must complete 120 total credit hours to graduate from Anderson University.

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

Sport Marketing concentration proposed course sequence:

- Freshman: BSNS 1050, MATH 1300/1400/2010; BSNS2310, BSNS 2810
- Sophomore: ACCT 2010, BSNS 2710, ECON 2010, BSNS 3130;
ACCT 2020, ECON 2020, BSNS 4360, BSNS 2450
- Junior: BSNS 3210, BSNS 4560; BSNS 2510, BSNS 3420, BSNS 3270
- Senior: BSNS 4500, BSNS 4800, BSNS 4910, BSNS 4110; BSNS 4330, BSNS 4440

Marketing: Sport Marketing Suggested Course Sequence

SEMESTER 1		SEMESTER 2	
BSNS 1050	2 Hours	BSNS2310	3 Hours
MATH 1300/1400/2010	3-4 Hours	BSNS 2810	3 Hours
ENGL 1100/ENGL 1110	3-4 Hours	ENGL 1120	3 Hours
LART 1050	1 Hour	Additional Course	3 Hours
Foreign Language	4 Hours	Additional Course	3 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	3 Hours
BSNS 3130	3 Hours	BSNS 4360	3 Hours
COMM 1000	3 Hours	BIBL 2000	3 Hours

SEMESTER 5		SEMESTER 6	
BSNS 3210	3 Hours	BSNS 3420	3 Hours
BSNS 4560	3 Hours	BSNS 2510	3 Hours
BSNS3270	3 Hours	Civic Ways of Knowing	3 Hours
Christian Ways of Knowing	3 Hours	Additional Course	3 Hours
Scientific Ways of Knowing	4 Hours	Additional Course	3 Hours

SEMESTER 7		SEMESTER 8	
BSNS 4500	3 Hours	BSNS 4330	3 Hours
BSNS 4910	2 Hours	Aesthetic Ways of Knowing	3 Hours
BSNS 4110	3 Hours	Global/Intercultural Ways of Knowing	3 Hours
BSNS 4800	3 Hours	Additional Course	3 Hours
Speaking Intensive	3 Hours		
Additional Course	3 Hours		

Proposed 3 Year Course Sequence:

Freshman: BSNS 1050, MATH 1300/1400/2010, BSNS 2310, BSNS 2710, BSNS 2810, BSNS 2450, BSNS 3420

Summer 1: BSNS 3270

Sophomore: ACCT 2010, ECON 2010, BSNS 3130, Marketing Concentration Option, ACCT 2020, ECON 2020, BSNS 3510, BSNS 4360

Summer 2: BSNS 4800

Junior: BSNS 3210, BSNS 4110, BSNS 4560; BSNS 4500, BSNS 4330, BSNS 4440, BSNS 4910

Sport Marketing 3 Year Suggested Course Sequence

SEMESTER 1		SEMESTER 2	
BSNS 1050	2 Hours	BSNS 2710	3 Hours
MATH 1300/1400/2010	3-4 Hours	BSNS 2810	3 Hours
BSNS 2310	3 Hours	BSNS 2450	3 Hours
ENGL 1100/ENGL 1110	3-4 Hours	BSNS 3420	3 Hours
LART 1050	1 Hour	ENGL 1120	3 Hours
Additional Course	3 Hours	Personal Wellness	2 Hours
Additional Course	3 Hours		

SUMMER 1	
BIBL 2000	3 Hours
COMM 1000	3 Hours
BSNS 3270	3 Hours

SEMESTER 3		SEMESTER 4	
ACCT 2010	3 Hours	ACCT 2020	3 Hours
ECON 2010	3 Hours	ECON 2020	3 Hours
BSNS 3130	3 Hours	BSNS 2510	3 Hours
Marketing Concentration Option	3 Hours	BSNS 4360	3 Hours
Foreign Language	4 Hours	Scientific Ways of Knowing	4 Hours

SUMMER 2	
BSNS 4800	3 Hours
Additional Course	3 Hours
Additional Course	3 Hours

SEMESTER 5		SEMESTER 6	
BSNS 3210	3 Hours	BSNS 4500	3 Hours
BSNS 4110	3 Hours	BSNS 4330	3 Hours
BSNS 4560	3 Hours	BSNS 4910	2 Hours
Christian Ways of Knowing	3 Hours	Global/Intercultural Ways of Knowing	3 Hours
Aesthetic Ways of Knowing	3 Hours	Civic Ways of Knowing	3 Hours
Writing Intensive	3 Hours	Speaking Intensive	3 Hours

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