

## Recommended 4 Year Plan for Sports Management & Marketing

Gen Ed Requirements
<b>Shared Core</b> <b>BIBL 1010 Encountering the Old Testament</b> (3)  <b>BIBL 1020 Engaging the New Testament</b> (3)  <b>COMP 1010 Principles of Writing</b> (3)  <b>HIST 1400 Western History in Global Context</b> (3)
<b>PHST 1300 Personal Wellness</b> (1)
<b>Choice Core</b> <b>Fine Arts</b> (2,4) - recommend ARTS 2700 OR ARTS 2810  <b>Lab Science</b> (4)  <b>COMM 1105</b> (3)  <b>COMP 1020</b> (3)  <b>Language</b> (3)  <b>LITR 1000/2000 Survey</b> (3)  <b>PHIL 2202</b> (3)

### Freshman Fall

Major Requirements	General Education Requirements	Total Credits
SPMM 1010 Intro to Sports Management & Marketing (3)	<b><i>FYSE 1000 First Year Seminar (2)</i></b>	16-17
<b><i>MGMT/SPMM 2020 Principles of Management (3)</i></b>	4-5 Gen Ed credits from list on left	
ECON 2010 Microeconomics (3)		
<b><i>CSCI 1030 Intro to Excel (1)</i></b>		

### Freshman Spring

Major Requirements	General Education Requirements	Total Credits
<b><i>BUAD/PSYC/SOCS 2600 Organizational Behavior (3)</i></b>	7-8 Gen Ed credits from list on left	16-17
MRKT/SPMM 2010 Principles of Sports Marketing (3)		
ECON 2020 Macroeconomics (3)		

### Sophomore Fall

Major Requirements	General Education Requirements	Total Credits
<b><i>ACCT 2010 Principles of Accounting I (3)</i></b>	3-4 Gen Ed credits from list on left	16-17
<b><i>ACCT 2010L Principles of Accounting I Lab (1)</i></b>		
BUAD/SPMM 2100 Business Law I (3)		
<b><i>MATH 2400 Statistics (3)</i></b>		

### Sophomore Spring

Major Requirements	General Education Requirements	Total Credits
<b><i>ACCT 2020 Principles of Accounting II (3)</i></b>	6-7 Gen Ed credits from list on left	15-16
<b><i>ACCT 2020L Principles of Accounting II Lab (1)</i></b>		
SPMM 2500 Emerging Issues in Sports (3)		

### Junior Fall

Major Requirements	General Education Requirements	Total Credits
BUAD 3210 Corporate Finance (3)	3-5 Gen Ed credits from list on left	16-18
<b><i>*MRKT/SPMM 4010 Marketing Research (3) OR Upper Level Elective</i></b>		
BUAD/SOCS 3410 The Leadership Challenge (3)		
<b><i>SPMM 3500 Internship Prep (1)</i></b>		
<b><i>MRKT 3400 Advertising &amp; Branding (3)</i></b>		

### Junior Spring

Major Requirements	General Education Requirements	Total Credits
BUAD 3800 International Business (3)	5-6 Gen Ed credits from list on left	15-16
<b><i>*MRKT 3650 Integrated Marketing Communication OR Upper Level Elective (3)</i></b>		
<b><i>CSCI 1510 Intro to Management Info Systems (2)</i></b>		
<b><i>SPMM 4500 Internship Experience (2)</i></b>		

### Senior Fall

Major Requirements	General Education Requirements	Total Credits
ECON 2050 Personal Economics (3)	<b><i>GED 401 (SRSE 4100) Senior Seminar (2)</i></b>	15-16
Upper Level Elective <b><i>OR</i></b> <b><i>*MRKT/SPMM 4010 (if not taken junior year) (3)</i></b>	4-5 additional Gen Ed or Major Specific Elective credits	
MRKT/SPMM 4020 Marketing Management (3)		

### Senior Spring

Major Requirements	General Education Requirements	Total Credits
<b><i>SPMM 4500 Internship Experience</i></b> (a second internship is recommended) (2)	6-7 additional Gen Ed or Major Specific Elective credits	14-15
MGMT 4200 Strategic Management (3)		
Upper Level Elective <b><i>OR</i></b> <b><i>*MRKT 3650 (if not taken junior year) (3)</i></b>		

***Bold and italicized font indicates courses that are offered every semester***

Shaded cells indicate credits that count toward liberal arts requirement

\*COMM 3304, MRKT 3450, MRKT 3650, MRKT 3550, MRKT/SPMM 4010, & MGMT 4020 are courses that are offered on alternate years. Please check the course rotation and plan accordingly.