

2018-2019

**B.A. or B.S. SPORT MARKETING**



**GRACE CORE (39 credits; 2 APLs)**

The Grace Core is designed around four essential relationships. Though all courses engage most relationships, courses are organized according to the relationship that is their primary focus.

**Relationship to God**

BIB 1050	Exploring the Bible	3
@ BIB 2010	Scripture and Interpretation	3
@ BIB 3300	Essential Doctrinal Themes	3

**Relationship to Self**

FYE 1010	Freshman Foundations	3
ECN 3000	Consumer Economics	3
@ PHI 3010	Christianity and Critical Thinking	3

**Relationship to Others**

COM 1100	Public Speaking	3
ENG 1100	Effective Writing	3
PSY 1200	Essentials in Behavioral Science	3

**Relationship to the World and Environment**

HIS 1380	Contemporary America and the World	3
HUM 2000	Global Perspectives	3
HUM 2010-30	Cross-Cultural Field Experience (2 APL)	0
HUM 2100	Creative Arts and Culture	3
SCI 2030	Faith, Science, and Reason	3

**ADDITIONAL GENERAL EDUCATION--B.A. or B.S. DEGREE (6 credits)**

**Satisfies B.S. Degree**

MAT 1000+	Any Math (1000 Level and Above)	3
	Any Science/Social Science with the following course prefix: PSY, BHS, SOC, HIS, POS, GEO, SCI, BIO, ENV, CHM, PHY	3

**Satisfies B.A. Degree**

FRE/SPA	Proficiency in Language & Culture	6
GRE/HEB	French, Spanish, Greek, Hebrew	

**THE MAJOR (72 credits; 12+ APLs)**

**MARKETING COURSES (21 credits)**

MKT 2150	Marketing Principles	3
@ MKT 3270	Consumer Behavior	3
@ MKT 4150	Marketing Research	3
@ MKT 4170	Advanced Marketing	3

**Choose three of the following:**

@ MKT 3550	Nonprofit Marketing	3
@ MKT 3430	Advertising and Promotion	3
@ MKT 4030	Services Marketing	3
@ MKT 4100	Product Management	3
@ MKT 4190	Sales and Sales Management	3

**SPORT MANAGEMENT COURSES**

SMT 1100	Introduction to Sport Management	3
SMT 2050	Risk Management	3
SMT 3610	Sport Marketing	3
@ SMT 2320	Facility Management	3
@ SMT 3060	Event Management	3
@ SMT 3080	Event Management Lab (1 APL)	0
@ SMT 3550	Sport in American Society	3
@ SMT 4000	Sport Media	3
SMT 4200	Sport Governance (1 APL)	3
BIB 2650	Sport Ministry	3

**BUSINESS COURSES**

BUS 1010	Foundations of Business (1 APL)	3
BUS 2430	Principles of Management	3
PRO 2840	Career Institute (1 APL)	0
BUS 3130	Business Law I	3
	Six elective hours of ACC, BUS, FIN, ISM, MKT, or SMT	6

**APPLIED LEARNING**

SMT 1140	Practicum in Sport Management I (3 APL)	3
@ SMT 2090	Practicum in Sport Management II (3 APL)	3
SMT 4930	Internship in Sport Management (3 APL)	3

**TOTAL CREDITS TO GRADUATE: 120 (12 APLs)**

To receive a degree, each student must satisfy checksheet requirements, earn 120 credit hours, fulfill 12 credits of Applied Learning, have a 2.2 GPA in major courses, and a GPA of 2.0 overall. It is the student's responsibility to work with his/her advisor and monitor progress toward these goals. Some majors and/or minors may have more stringent guidelines.

*It is strongly encouraged that a minimum of 6 Applied Learning credits be earned in experiential education taking place outside the traditional classroom setting.*

**IS A MINOR REQUIRED WITH THIS MAJOR? NO**

† Indicates a course taught by a partner college/university.

@ Indicates a course with prerequisites. Please review catalog for prerequisites.