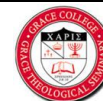


2019-2020

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 1000	First-Year 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 American and the World	3
HUM 2000	Global Perspectives	3
HUM 2010-30	Cross-cultural Field Experience (2 APL)	0
HUM 2100	Creative Arts & 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 (27 credits)

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 (15 credits)

BUS 1010	Foundations of Business (1 APL)	3
MGT 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 (9 credits)

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

GRADUATION REQUIREMENTS

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

Notes about this major:

CHECKSHEET TOTAL CREDITS: 117
CHECKSHEET TOTAL APL: 15
TOTAL CREDITS NEEDED TO GRADUATE: 120 (12 APLs)

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

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