

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			Relationship to Others		
BIB 1050	Exploring the Bible	3	COM 1100	Public Speaking	3
@ BIB 2010	Scripture and Interpretation	3	ENG 1100	Effective Writing	3
@ BIB 3300	Essential Doctrinal Themes	3	PSY 1200	Essentials in Behavioral Science	3
Relationship to Self			Relationship to the World and Environment		
FYE 1010	Freshman Foundations	3	HIS 1380	Contemporary America and the World	3
ECN 3000	Consumer Economics	3	HUM 2000	Global Perspectives	3
@ PHI 3010	Christianity and Critical Thinking	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			Satisfies B.A. Degree		
MAT 1000+	Any Math (1000 Level and Above)	3	FRE/SPA	Proficiency in Language & Culture	6
	Any Science/Social Science with the following course prefix:	3	GRE/HEB	French, Spanish, Greek, Hebrew	
	ECN, CSI, HIS, POS, GEO, SCI, BIO, ENV, CHM, PHY				

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.