

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.

|                             |                                    |   |  |   |   |
|-----------------------------|------------------------------------|---|--|---|---|
| <b>Relationship to God</b>  |                                    |   | <b>Relationship to Others</b>                    |   |   |
| 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 |
| <b>Relationship to Self</b> |                                    |   | <b>Relationship to the World and Environment</b> |   |   |
| 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)**

|                              |  |   |                              |                                   |   |
|------------------------------|--|---|------------------------------|-----------------------------------|---|
| <b>Satisfies B.S. Degree</b> |  |   | <b>Satisfies B.A. Degree</b> |                                   |   |
| 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    |   |
|                              | PSY, BHS, SOC, HIS, POS, GEO, SCI, BIO, ENV, CHM, PHY        |   |                              |                                   |   |

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

|                                       |                                  |   |   |  |   |
|---------------------------------------|----------------------------------|---|---|--|---|
| <b>MARKETING COURSES (21 credits)</b> |                                  |   | <b>BUSINESS COURSES</b>                               |  |   |
| MKT 2150                              | Marketing Principles             | 3 | BUS 1010  | Foundations of Business (1 APL)          | 3 |
| @ MKT 3270                            | Consumer Behavior                | 3 | BUS 2430  | Principles of Management                 | 3 |
| @ MKT 4150                            | Marketing Research               | 3 | PRO 2840  | Career Institute (1 APL)                 | 0 |
| @ MKT 4170                            | Advanced Marketing               | 3 | BUS 3130  | Business Law I                           | 3 |
|                                       |                                  |   | Six elective hours of ACC, BUS, FIN, ISM, MKT, or SMT |  |   |
| <b>Choose three of the following:</b> |                                  |   | <b>APPLIED LEARNING</b>                               |  |   |
| @ MKT 3550                            | Nonprofit Marketing              | 3 | SMT 1140  | Practicum in Sport Management I (3 APL)  | 3 |
| @ MKT 3430                            | Advertising and Promotion        | 3 | @ SMT 2090  | Practicum in Sport Management II (3 APL) | 3 |
| @ MKT 4030                            | Services Marketing               | 3 | SMT 4930  | Internship in Sport Management (3 APL)   | 3 |
| @ MKT 4100                            | Product Management               | 3 |   |  |   |
| @ MKT 4190                            | Sales and Sales Management       | 3 |   |  |   |
| <b>SPORT MANAGEMENT COURSES</b>       |                                  |   |   |  |   |
| 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 |   |  |   |

**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.