

# Sports Marketing Concentration

## Sport Marketing Course Requirements (120 Credits)

- [Core Requirements](#)
  - [Sport Marketing Concentration \(21 credits\)](#)
  - [Physical Education Electives \(5 credits\)](#)
  - [Recommended Free Electives \(5 credits\)](#)
  - [General Education Requirements](#)
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### Core Requirements

<b>SPMT 101</b> Sport Governance & History	<b>3</b>
<b>SPMT 201</b> Facility, Equip. & Event Management	<b>3</b>
<b>SPMT 243</b> Psychological Aspects of Sports	<b>3</b>
<b>SPMT 308</b> Media Relations in Sport	<b>3</b>
<b>RECR 331</b> Community Recreation & Fitness	<b>3</b>
<b>SPMT 332</b> Sports, Ethics & The Law	<b>3</b>
<b>RECR 339</b> Problems in Urban Rec. & Sports	<b>3</b>
<b>RECR 435</b> Org. & Administration of Recreation	<b>3</b>
<b>SPMT 400</b> Sports Management Practicum (Juniors)	<b>6</b>
<b>SPMT 405</b> Intern./Field Work in Sport Mgmt.(Seniors)	<b>12</b>
<b>Total Credits</b>	<b>42</b>

### Sport Marketing Concentration

<b>ECON 103</b> Intro. to Business & Entrepreneurial Econ.	<b>3</b>
<b>MKTG 310</b> Marketing for Managers	<b>3</b>
<b>MGMT 328</b> Dynamics of Management	<b>3</b>
<b>MGMT 360</b> Consumer Behavior	<b>3</b>
<b>MGMT 365</b> Sales Management	<b>3</b>

<b>MKTG 460</b>	Marketing Research	<b>3</b>
<b>MGMT 465</b>	Advertising	<b>3</b>
	<b>Total Credits</b>	<b>21</b>

### Physical Education Electives (5 credits)

<b>PHED 103</b>	Aerobic Fitness	<b>3</b>
<b>PHED 151</b>	Swimming	<b>1</b>
<b>PHED 241</b>	Intramural Sports	<b>2</b>
<b>PHED 251</b>	Football/Badminton/Weight Training	<b>2</b>
<b>PHED 252</b>	Basketball/Volleyball/Track	<b>2</b>
<b>PHED 351</b>	Tennis/Racquetball/Paddle Gm.	<b>2</b>
<b>PHED 352</b>	Soccer/Softball/Individual Activities	<b>2</b>
<b>PHED 451</b>	Golf/Archery/Aerobic Training	<b>2</b>

### Recommended Free Electives (5 credits)

<b>HLTH 110</b>	Drug Abuse Education	<b>3</b>
<b>HLTH 201</b>	First Aid & Safety Education	<b>2</b>
<b>HLTH 205</b>	Nutrition, Exercise & Weight Control	<b>2</b>
<b>KNES 202</b>	Care & Prevention of Athletic Injuries	<b>3</b>
<b>KNES 301</b>	Kinesiology	<b>3</b>
<b>KNES 302</b>	Physiology of Exercise (eff. Spring 2008)	<b>3</b>
<b>PHED 343</b>	Coaching & Officiating	<b>2</b>
<b>SPCH 202</b>	Principles & Practices of Interviewing	<b>3</b>
<b>SPCH 204</b>	Critical Listening	<b>3</b>

## General Education Requirements

### Category I

<b>ENGL 101</b>	*English Composition I	<b>3</b>
<b>ENGL 102</b>	*English Composition II	<b>3</b>

### Category II

Arts & Humanities (18 Credits)

<b>WLIT 203 or 204</b>	*World Literature I or II	<b>3</b>
<b>ANY 200</b>	*Any 200+ ENGL, JRNL or WLIT	<b>3</b>
<b>PHIL 102 or 201</b>	*Intro. to Logic or Philosophy	<b>3</b>
<b>HIST 201</b>	*U.S./World/AA History I & II	<b>6</b>
<b>MISC</b>	*ART 105/MUSC 201/THEA 211/DANC 226/IDIS 102 or 103/or a Foreign Language	<b>3</b>

### Category III

Social Sciences (6 Credits)

<b>PSCY 201</b>	*General Psychology	<b>3</b>
<b>ECON 201</b>	Introduction to Economics	<b>3</b>
<b>ANTH 207</b>	Cultural Anthropology	<b>3</b>
<b>POSC 301</b>	United States Government	<b>3</b>
<b>SOCI 201</b>	Introduction to Sociology	<b>3</b>
<b>SOCI 200</b>	Introduction to Social Science	<b>3</b>

### Category IV

Mathematics (3 Credits)

<b>MATH 203</b>	Basic Statistics (eff. Spring 2008)	<b>3</b>
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Category V

Natural Sciences (7-8 Credits)

<b>BIOL 101</b>	*Biological Science	<b>4</b>
<b>CHEM 101</b>	General Chemistry	<b>4</b>
<b>PHSC 101</b>	Physical Science	<b>4</b>
<b>PHSC 103</b>	Technology & Human Affairs	<b>3</b>

Category VI

Emerging Issues (6 Credits)

<b>HLTH</b>	*Any 3 cr. Health Course (100 or 200 level)	<b>3</b>
<b>SPCH 105</b>	Introduction to Speech Comm.	<b>3</b>
<b>SPCH 202</b>	Principles & Practices of Interviewing	<b>3</b>
<b>SPCH 204</b>	Critical Listening	<b>3</b>

Category VII

Technology Fluency (3 Credits)

<b>MISY 150</b>	*Technology Fluency	<b>3</b>
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**\*Required Course**