**Sports Management Road Map**

*A “Fluid” Guide for Freshmen Entering Fall 2021 – 125 Hours Needed to Graduate*

Students that strategically pick their courses can enhance their marketability through a double major in Bus Admin or Marketing & Prof Sales. See below.

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| **FRESHMAN FALL – 17 credits**   1. SMGT 110 Sports Management 2. INQ 111 Intro to Liberal Arts 3. WRI 111 Writing 4. PE 101 Westminster 101 (1 credit) 5. BA 140 Intro to Business | **FRESHMAN SPRING – 17 credits**   1. Foreign Language 101 \* 2. ECO 150 Economic Reasoning \*\*\* 3. SPE 111 Intro to Public Communications 4. BA 160 Personal Financial Decisions 5. PE course \*\* |
| **SOPHOMORE FALL – 18 credits**   1. SMGT 201 Practical Experience (2 credits) 2. BC/PCL 320 Strategic Sports Communication \*\*\*\* 3. ACC 201 Prin. of Accounting I 4. BA 305 Marketing 5. Foreign Language 102 \* | **SOPHOMORE SPRING – 18 credits**   1. SMGT 202 Practical Experience (2 credits) 2. BC 301/PCL 303 Sales Communication 3. BA 370 Business Law 4. Religious and Philosophical Thought 5. Foreign Language 201 \* |
| **Ambitious Students Will Complete 2 Sports Mgt Internships with the First Being Summer After SO Year - Open the Door for a Bigger One Next Summer** | |
| **JUNIOR FALL – 17 credits**   1. Sports Mgt Elective: Course from “Select 1 of 10 list” \*\*\*\*\* 2. ECO 220 Statistics \*\*\*\*\* 3. CLUSTER (8 credits) 4. CLUSTER 5. PE course \*\* | **JUNIOR SPRING – 16 credits**   1. Visual and Performing Arts *(strongly recommend BC/CMP/SCSM 110 Graphic Design)* 2. BA 335 Sports/Event Planning and Management 3. BA 310 Organizations & Management 4. Elective #1 of 8 \*\*\*\*\* |
| **SUMMER AFTER JUNIOR YEAR – 4 credits**  BA 594 Internship | |
| **SENIOR FALL – 18 credits**   1. SMGT 601 Sports and Revenue Generation capstone I (2 credits) 2. Scientific Discovery 3. Elective #2 of 8 \*\*\*\*\* 4. Elective #3 of 8 \*\*\*\*\* 5. Elective #4 of 8 \*\*\*\*\* | **SENIOR SPRING – 18 credits**   1. SMGT 602 Sports and Revenue Generation capstone II (2 credits) 2. Elective #5 of 8 \*\*\*\*\* 3. Elective #6 of 8 \*\*\*\*\* 4. Elective #7 of 8 \*\*\*\*\* 5. Elective #8 of 8 \*\*\*\*\* |

\* Foreign Language must be completed through 201 (ex. SPA 101, SPA 102, SPA 201)

\*\* Strongly recommend taking two one credit PE courses *(a sound body yields a sound mind)*

\*\*\* Economic Reasoning counts as Social Thought and Tradition IP

\*\*\*\* Strategic Sports Communication counts as Humanities and Culture IP

\*\*\*\*\* Statistics counts as Quantitative Reasoning IP

**How to Double Major**

\*\*\*\*\* How you select these elective courses can impact your ability to double major

\* BA 225, BA 345 an BA 360 could be selected as your Sports Management elective course, also counting towards your double major

Business Administration – 5 to 7 more courses

1. ACC 202 Accounting II
2. BA 225 Management Information Systems (MIS) \*
3. BA 345 or BA 360 \*
4. BA 350 Finance
5. BA 601 Strategic Management (capstone for BA)
6. Business Administration elective
7. Business Administration elective

***Business Administration electives:***

ACC/BA 300 Cost Accounting  
BA 240 Entrepreneurship  
BA 245 Small Business Management  
BA 250 Principles & Practices of Project Management  
BA 260 Foundations of Leadership and Development  
BA 326 E-Commerce Marketing  
BA 345 Sales, Business Development, & Big Data \*  
BA 360 Human Resources Management \*  
BA/ECO 365 International Finance  
BA 380 Investments  
BA 390 Buyer Behavior  
BA 410 Global Marketing Management  
BA 611 Seminar/Advanced Topics  
ECO 601 Advanced Finance

Marketing & Professional Sales – 5 or 6 more courses

1. BA 221 Marketing Research Methods
2. BA 225 Management Information Systems (MIS) \*
3. BA 345 Sales, Business Development, and Big Data \*
4. BA 601 Strategic Management (capstone for MKTG)
5. Marketing elective
6. Marketing elective

***Marketing electives***

BA 240 Entrepreneurship  
BA 326 E-Commerce Marketing  
BA 390 Buyer Behavior  
BA 410 Global Marketing Management  
SCSM 202 Advertising & PR: Approaches & Methods

**One Credit Courses to Grow Resume, GPA, & You**

**PE1 229 Canoeing** *(meets once/week for 7 weeks)*

**PE2 281 Indoor Rock Climbing** *(meets once/week for 7 weeks)*

**BC 120 02 Broadcast Practicum** *(write for the school newspaper)*

**BC 120 01 Practicum Radio & Sports** *(work with sports broadcasts, no previous experience need)*