

Business Bachelor of Science Completion Program with a Concentration in Sports Marketing and Media

Degree Type

Bachelor of Science

Environment

campus

Program Length

36 weeks

Overview

The Business Bachelor of Science program is designed to develop the knowledge and skills of business professionals in the entertainment and media industries. The program focuses on business management, marketing, and public relations and provides students with a strong foundation of academic and hands-on coursework. After you complete the core Business curriculum, you will have the opportunity to choose a concentration in Entertainment Business, Music Business, Sports Marketing and Media, or Digital Marketing. The Business curriculum offers threaded project and portfolio courses that provide you with a relevant and comprehensive project-based learning experience throughout your academic journey. Additionally, a Career Readiness course taken at the end of the program will provide you with an opportunity to prepare for your future career.

Objective

Bachelor's Objective Our goal is to provide you with a focused knowledge and understanding of essential business and management skills to enhance your ability to qualify for entry-level industry positions, including marketing analyst, brand ambassador, promotions manager, public relations assistant, digital marketing strategist, and a variety of other entertainment business positions in the fields of film, music, digital media, broadcasting, and gaming. In addition to academic mastery, technical proficiency, and creative development, it is our goal to help you develop critical-thinking, problem-solving, and analytical skills that contribute to lifelong learning, providing you with tools to help sustain a long and productive professional career in the entertainment and media industries.

To enroll in this bachelor's completion program, students will need to first complete Full Sail's **Sports Marketing and Media Associate of Applied Science** degree program. Associate degrees from other institutions may also be considered.

Month 1

Code	Title	Credit Hours
SMM3563	Social Media Methods	3.0
SMMC111	Professional Development Seminar I: Sports Marketing and Media	1.0

Month 2

Code	Title	Credit Hours
BUS349	Project and Portfolio IV: Business	3.0
ENC326	Professional Writing	4.0

Month 3

Code	Title	Credit Hours
SMM3622	Sports Events and Entertainment	3.0
MGF1213	College Mathematics	4.0

Month 4

Code	Title	Credit Hours
SMM4111	Business Project Management	4.0
HUM1505	Popular Culture in Media	4.0

Month 5

Code	Title	Credit Hours
BUS359	Project and Portfolio V: Business	3.0
BUL3514	Intellectual Property	4.0
SMMC222	Professional Development Seminar II: Sports Marketing and Media	1.0

Month 6

Code	Title	Credit Hours
SMM4561	Sports Sales and Sponsorship	4.0
PHY1020	Fundamentals of Physical Science	4.0

Month 7

Code	Title	Credit Hours
BUS469	Project and Portfolio VI: Business	3.0
MAN3152	Leadership and Organizational Behavior	4.0

Month 8

Code	Title	Credit Hours
SMM4833	Marketing Plans and Campaign Development	4.0

Month 9

Code	Title	Credit Hours
BUS4790	Innovative Business Solutions	3.0
CRR4000	Career Readiness	4.0
Total Credit Hours		120

Please Note

- The approved program is a degree completion program. Entering students must have a related associate degree or higher level degree and must complete at least 60 semester hours for a total of 120 credit hours.