

# Sports Marketing and Media Associate of Applied Science

## Degree Type

Associate of Applied Science

## Environment

campus

## Program Length

48 weeks

## Overview

Teams, companies, and organizations in the field of sports business are rapidly moving into social, mobile, and digital spaces while targeting opportunities to create content, control their messages, generate revenue, and create fan branding. These businesses are realizing that as the digital universe expands, they can connect with their respective clients and fan bases in a much more intimate way than has ever been possible. Because of this, the sports-business industry has a universal need for creative professionals who understand and utilize technology and are able to communicate the information derived from it. The Sports Marketing & Media curriculum provides opportunities for you to contribute to the new demands of the evolving field of sports business, particularly from a position where digital art, design, communication, distribution, and marketing intersect. This curriculum will also provide you with a fundamental understanding of how marketing and content creation are becoming more integrated into the everyday operations of sports businesses. Furthermore, the curriculum provides practical, real-time opportunities for you to create, distribute, and market content, and includes topics such as social-media marketing, sports-business models, mobile technology, sports sales and sponsorships, intellectual property, and leadership and organizational behavior. This collaborative, project-based curriculum culminates with you creating and producing a targeted sports-business proposal for a self-selected company such as a team, league, university, or marketer.

## Objective

**Associate of Applied Science** The objective of the Sports Marketing & Media Associate of Applied Science degree program is to help you develop and refine skills in marketing and technology, which will be valuable for all forms of engagement—communication, revenue generation, event operations, marketing, and business development—within the field of sports business. The degree program focuses on ways that you can maximize the connection between fans, teams, brands, and athletes, and you will learn how to utilize the principles of marketing in a sports-specific context while implementing original content on multiple platforms. Completing the Sports Marketing & Media Associate of Applied Science degree program will enable you to pursue new and emerging entry-level professional pathways in the field of sports business, including positions such as marketing coordinator, marketing analyst, marketing specialist, branding associate, and many others.

## Month 1

### Month 1

| Code    | Title                 | Credit Hours |
|---------|-----------------------|--------------|
| GEN1011 | Creative Presentation | 3.0          |
| DEP1013 | Psychology of Play    | 3.0          |

## Month 2

Month 2

| <b>Code</b> | <b>Title</b>                                       | <b>Credit Hours</b> |
|-------------|--|---------------------|
| BEM1001     | Business in the Entertainment and Media Industries | 4.0                 |

## Month 3

Month 3

| <b>Code</b> | <b>Title</b>               | <b>Credit Hours</b> |
|-------------|----------------------------|---------------------|
| MKT210      | Introduction to Marketing  | 4.0                 |
| MKT163      | Storytelling for Marketing | 3.0                 |

## Month 4

Month 4

| <b>Code</b> | <b>Title</b>               | <b>Credit Hours</b> |
|-------------|----------------------------|---------------------|
| MKT1414     | Marketing Research         | 4.0                 |
| IMK241      | Fundamentals of Web Design | 4.0                 |

## Month 5

Month 5

| <b>Code</b> | <b>Title</b>                               | <b>Credit Hours</b> |
|-------------|--|---------------------|
| BUS119      | Project and Portfolio I: Personal Branding | 3.0                 |

## Month 6

Month 6

| <b>Code</b> | <b>Title</b>         | <b>Credit Hours</b> |
|-------------|----------------------|---------------------|
| ACG3223     | Business Accounting  | 4.0                 |
| ENC326      | Professional Writing | 4.0                 |

## Month 7

Month 7

| <b>Code</b> | <b>Title</b>                              | <b>Credit Hours</b> |
|-------------|---|---------------------|
| MKT2418     | Fundamentals of Public Relations          | 4.0                 |
| BUS229      | Project and Portfolio II: Market Research | 3.0                 |

## Month 8

Month 8

| <b>Code</b> | <b>Title</b>   | <b>Credit Hours</b> |
|-------------|--|---------------------|
| MKT3014     | Marketing Law and Contracts                                    | 4.0                 |
| SMMC111     | Professional Development Seminar I: Sports Marketing and Media | 1.0                 |

## Month 9

Month 9

| <b>Code</b> | <b>Title</b>  | <b>Credit Hours</b> |
|-------------|---|---------------------|
| MAR239      | Project and Portfolio III: Marketing                            | 3.0                 |
| SMMC222     | Professional Development Seminar II: Sports Marketing and Media | 1.0                 |

## Month 10

Month 10

| <b>Code</b> | <b>Title</b>              | <b>Credit Hours</b> |
|-------------|---------------------------|---------------------|
| SMM3411     | Sports Digital Production | 4.0                 |

## Month 11

Month 11

| <b>Code</b> | <b>Title</b>           | <b>Credit Hours</b> |
|-------------|------------------------|---------------------|
| SMM3112     | Sports Business Models | 3.0                 |

# Month 12

Month 12

| <b>Code</b>               | <b>Title</b>         | <b>Credit Hours</b> |
|---------------------------|----------------------|---------------------|
| SMM3563                   | Social Media Methods | 3.0                 |
| <b>Total Credit Hours</b> |                      | <b>62</b>           |

Please Note

- Associate of Applied Science (A.A.S.) degree programs are designed to prepare students for entry into technical and professional fields. A.A.S. degree programs are fully transferable into related Full Sail University bachelor's programs. The transferability of credit from Full Sail to another institution is at the discretion of the accepting institution. It is the student's responsibility to confirm whether or not credits will be accepted by another college.
- Some specific courses are offered online. Please see course descriptions for details.