

# Sports Marketing and Media Bachelor of Science - Campus

## Degree Type

Bachelor of Science

## Environment

campus

## Program Length

80 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

**Bachelor's Objective** The objective of the Sports Marketing & Media Bachelor of 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 Bachelor of 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 sports event coordinator, sports sales associate, client relations supervisor, live events marketing manager, media content producer, and many more.

## Month 1

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

## Month 2

<b>Code</b>	<b>Title</b>	<b>Credit Hours</b>
BEM1001	Business in the Entertainment and Media Industries	4.0
ENC1101	English Composition I	4.0

## 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

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

## Month 5

<b>Code</b>	<b>Title</b>	<b>Credit Hours</b>
MGF1213	College Mathematics	4.0

## Month 6

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

## Month 7

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

## Month 8

<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 9

<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 10

<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 11

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

## Month 12

<b>Code</b>	<b>Title</b>	<b>Credit Hours</b>
SMM3112	Sports Business Models	3.0
HUM1505	Popular Culture in Media	4.0

## Month 13

<b>Code</b>	<b>Title</b>	<b>Credit Hours</b>
SMM3563	Social Media Methods	3.0
PHY1020	Fundamentals of Physical Science	4.0

## Month 14

<b>Code</b>	<b>Title</b>	<b>Credit Hours</b>
SMM3622	Sports Events and Entertainment	3.0
SMM349	Project and Portfolio IV: Sports Marketing and Media	3.0

## Month 15

<b>Code</b>	<b>Title</b>	<b>Credit Hours</b>
BUL3514	Intellectual Property	4.0
SMM4111	Business Project Management	4.0

## Month 16

<b>Code</b>	<b>Title</b>	<b>Credit Hours</b>
SMM3934	Mobility Technology and Marketing	3.0
SMM359	Project and Portfolio V: Sports Marketing and Media	3.0

## Month 17

<b>Code</b>	<b>Title</b>	<b>Credit Hours</b>
SMM4561	Sports Sales and Sponsorship	4.0

## Month 18

<b>Code</b>	<b>Title</b>	<b>Credit Hours</b>
MAN3152	Leadership and Organizational Behavior	4.0
SMM469	Project and Portfolio VI: Sports Marketing and Media	3.0

## Month 19

<b>Code</b>	<b>Title</b>	<b>Credit Hours</b>
SMM4833	Marketing Plans and Campaign Development	4.0

## Month 20

<b>Code</b>	<b>Title</b>	<b>Credit Hours</b>
BUS479	Project and Portfolio VII: Strategic Proposal	3.0
CRR4000	Career Readiness	4.0
	<b>Total Credit Hours</b>	<b>120</b>

Note: Some specific courses may be offered online. Please see course descriptions for details.