

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

| Code | Title | Credit Hours |
|-------------|--|---------------------|
| BEM1001 | Business in the Entertainment and Media Industries | 4.0 |
| ENC1101 | English Composition I | 4.0 |

Month 3

| Code | Title | Credit Hours |
|-------------|----------------------------|---------------------|
| MKT210 | Introduction to Marketing | 4.0 |
| MKT163 | Storytelling for Marketing | 3.0 |

Month 4

| Code | Title | Credit Hours |
|-------------|----------------------------|---------------------|
| MKT1414 | Marketing Research | 4.0 |
| IMK241 | Fundamentals of Web Design | 4.0 |

Month 5

| Code | Title | Credit Hours |
|-------------|---------------------|---------------------|
| MGF1213 | College Mathematics | 4.0 |

Month 6

| Code | Title | Credit Hours |
|-------------|--|---------------------|
| BUS119 | Project and Portfolio I: Personal Branding | 3.0 |

Month 7

| Code | Title | Credit Hours |
|-------------|----------------------|---------------------|
| ACG3223 | Business Accounting | 4.0 |
| ENC326 | Professional Writing | 4.0 |

Month 8

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

Month 9

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

Month 10

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

Month 11

| Code | Title | Credit Hours |
|-------------|---------------------------|---------------------|
| SMM3411 | Sports Digital Production | 4.0 |

Month 12

| Code | Title | Credit Hours |
|-------------|--------------------------|---------------------|
| SMM3112 | Sports Business Models | 3.0 |
| HUM1505 | Popular Culture in Media | 4.0 |

Month 13

| Code | Title | Credit Hours |
|-------------|----------------------------------|---------------------|
| SMM3563 | Social Media Methods | 3.0 |
| PHY1020 | Fundamentals of Physical Science | 4.0 |

Month 14

| Code | Title | Credit Hours |
|-------------|--|---------------------|
| SMM3622 | Sports Events and Entertainment | 3.0 |
| SMM349 | Project and Portfolio IV: Sports Marketing and Media | 3.0 |

Month 15

| Code | Title | Credit Hours |
|-------------|-----------------------------|---------------------|
| BUL3514 | Intellectual Property | 4.0 |
| SMM4111 | Business Project Management | 4.0 |

Month 16

| Code | Title | Credit Hours |
|-------------|---|---------------------|
| SMM3934 | Mobility Technology and Marketing | 3.0 |
| SMM359 | Project and Portfolio V: Sports Marketing and Media | 3.0 |

Month 17

| Code | Title | Credit Hours |
|-------------|------------------------------|---------------------|
| SMM4561 | Sports Sales and Sponsorship | 4.0 |

Month 18

| Code | Title | Credit Hours |
|-------------|--|---------------------|
| MAN3152 | Leadership and Organizational Behavior | 4.0 |
| SMM469 | Project and Portfolio VI: Sports Marketing and Media | 3.0 |

Month 19

| Code | Title | Credit Hours |
|-------------|--|---------------------|
| SMM4833 | Marketing Plans and Campaign Development | 4.0 |

Month 20

| Code | Title | Credit Hours |
|-------------|---|---------------------|
| BUS479 | Project and Portfolio VII: Strategic Proposal | 3.0 |
| CRR4000 | Career Readiness | 4.0 |
| | Total Credit Hours | 120 |

Please Note

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