

BACHELOR OF ARTS

SPORTS AND ENTERTAINMENT MARKETING



THOMAS MORE
UNIVERSITY

Approved Sample Curriculum

First Year

Fall	CR	Spring	CR
BUA 105, Introduction to Business	3	CIS 111, Introduction to Computer Systems	3
ACC 101, Principles to Financial Accounting	3	ACC 102, Principles to Managerial Accounting	3
ENG 150, Literature, Writing, and Research	3	MAT 205, Introductory to Statistics	3
History Core	3	Communication Core	3
SEM 105, Foundations of the Sports and Recreation Business	3	Social Science Core	3
FYE 150, First Year Exploration	1		
Subtotal		x 16	Subtotal x 15

Second Year

Fall	CR	Spring	CR
BUA 291, Business Law I	3	BUA 292, Business Law II	3
BUA 311, Marketing	3	BUA 302, Organizational Behavior	3
ECO 101, Principles of Microeconomics	3	ECO 102, Principles of Macroeconomics	3
English 200+ Core	3	SEM 392, Internship II	2
SEM 292, Internship I	1	Fine Art Elective	3
Philosophy Core #1	3		
Subtotal		x 16	Subtotal x 14

Third Year

Fall	CR	Spring	CR
SEM (310, 380, 410, or 420)	3	SEM (310, 380, 410, or 420)	3
BUA 321, Business Finance	3	Theology Core	3
Foreign Language Core	3	Natural Science + Lab Core	4
Outer Core or Free Elective	3	Outer Core or Free Elective	3
Outer Core or Free Elective	3	Outer Core or Free Elective	3
Subtotal		x 15	Subtotal x 16

Fourth Year

Fall	CR	Spring	CR
SEM (310, 380, 410, or 420)	3	SEM (310, 380, 410, or 420)	3
Philosophy Core #2	1	SEM 498, Seminar in Sports and Entertainment Marketing	3
Theology Core	3	Outer Core or Free Elective	3
Outer Core or Free Elective	3	Outer Core or Free Elective	3
Outer Core or Free Elective	3	Outer Core or Free Elective	3
Subtotal		x 13	Subtotal x 15

Total Credits: 120+

To check pre-requisites and co-requisites, please see the catalog

**This sample curriculum is recommended but not required

Last Updated: Summer 2025