

**BACHELOR OF ARTS**  
**SPORTS AND ENTERTAINMENT MARKETING**  
 (MINOR IN BUSINESS)



THOMAS MORE  
 COLLEGE

**2021 - 2022 Sample Curriculum**

The Bachelor of Arts in Sports and Entertainment Marketing is a multidisciplinary study of business principles and processes applied to the sports and entertainment industries. This major is supported by courses from the fields of communication, economics, philosophy, accounting, and business. This degree program is designed to prepare students for further graduate study or a variety of career and leadership opportunities in sports business and recreational management. Students must choose a minor in Business Administration or Communication.

**First Year**

Fall	CR	Spring	CR
FYE150 First-Year Exploration	1	ENG150 Literature, Writing and Research	3
BUA105 Introduction to Business	3	BUA303	3
ACC101 Introductory Accounting I	3	ACC102 Introductory Accounting II	3
SEM105 Foundations of the Sports and Recreation Business	3	MAT205 Introductory Statistics	4
HIS101 World Civilizations I	3	HIS102 World Civilizations II	3
<b>Subtotal</b>		14	<b>Subtotal</b> 16

**Second Year**

Fall	CR	Spring	CR
BUA302 Organizational Behavior	3	BUA311 Marketing	3
COM230 Mass Media in Modern World	3	COM320 Mass Media	3
Mathematics Core	3	BUA321 Business Finance	3
ECO101 Principles of Microeconomics	3	ECO102 Principles of Macroeconomics	3
Free Elective	3	SEM292 Internship I	1
<b>Subtotal</b>		16	<b>Subtotal</b> 13

**Third Year**

Fall	CR	Spring	CR
SEM310 Sports & Entertainment Business Environment	3	SEM380 Legal Issues in Sports & Entertainment Marketing	3
CIS111 Intro to Computer Information Systems	3	ENG200+	3
Philosophy Core	3	Theology – Systematic	3
Natural Science	3	Natural Science with Lab	4
Foreign Language	3	Foreign Language	3
<b>Subtotal</b>		15	<b>Subtotal</b> 16

**Fourth Year**

Fall	CR	Spring	CR
SEM410 Sports and Entertainment Marketing	3	BUA498 Senior Seminar	3
SEM392 Internship in Sports and Entertainment Marketing	3	SEM420 Event Sponsorship and Promotion	3
Economics Elective	3	Fine Arts	3
Philosophy Core	3	THE425 Social Issues	3
Theology – Scripture	3	Free Elective	3
Fine Arts	3		
<b>Subtotal</b>		18	<b>Subtotal</b> 15

**Total Credits: 120**