



THOMAS MORE  
UNIVERSITY

Sports and Entertainment Marketing  
Dual-Credit Pathway

Pathway Description:

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.

Pathway Courses:

<b>Course</b>	<b>Title</b>
BUA 105	Introduction to Business
SEM 105	Foundations of the Sports and Recreation Business
COM 105	Fundamentals of Public Speaking
<b>Pick from one of the following:</b>	<ul style="list-style-type: none"><li>• BUA 311 – Marketing,</li><li>• ACC 101 – Principals to Financial Accounting, <b>OR</b></li><li>• MAT 205 – Introductory Statistics</li></ul>

Pathway Course Descriptions:

- **ACC 101 – Principles of Financial Accounting**
  - Description: Introduces students to generally accepted accounting principles and financial statements. Topics examined include basic concepts of business transaction analysis; the accounting cycle; measurement of assets, liabilities, revenues, and expenses; and financial statement presentation and interpretation.
- **BUA 105 – Introduction to Business**
  - Description: An introduction to the structure, functioning, and role of the business and economic systems.
- **BUA 311 - Marketing**
  - Prerequisite: BUA 105 or 201. *Recommended prerequisite: PSY 105.*
  - Description: A survey of the marketing function in a capitalistic economy, with emphasis on the planning, pricing, promoting, and distribution of goods and services to satisfy customer wants, the relationship between marketing and other organization functions, the importance of the consumer, and the effect of government regulations.



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- **COM 105 – Fundamentals of Public Speaking**
  - *Note: This course can fulfill the Communication core requirement at Thomas More.*
  - Description: An introductory course in the fundamentals of public speaking. Study includes a theoretical approach to the analysis, organization and delivery of various speeches. Other topics will include effective presentation and public and mass media levels. This course fulfills the core requirement in Communication.
  
- **MAT 205 – Introductory Statistics**
  - *Note: This course can fulfill the Math core requirement at Thomas More.*
  - Prerequisite: an ACT Math score of 18+, SAT Math score of 480+, or satisfactory scores on the in-house math placement test.
  - Description: An investigation of graphic methods, frequency distributions, percentiles, central tendency, variability, standard scores, normal and binomial distributions, hypothesis testing, and correlation. May not be taken if credit has been received for MAT 208. This course does fulfill the core mathematics requirement needed for graduation.
  
- **SEM 105 – Foundations of the Sports and Recreation Business**
  - Description: Introduction to the multiple facets of the sport and recreation industries. The knowledge gained in this course will provide a foundation for the future study of the industries in subsequent courses.

### Certifications Earned:

- n/a

### Additional Notes:

- n/a

### Links:

- Program website: <https://www.thomasmore.edu/program/sports-entertainment-marketing/>