



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
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		Subtotal	
x 16		x 15	

Second Year

Fall	CR	Spring	CR
BUA 291, Business Law I	3	BUA 302, Organizational Behavior	3
ECO 101, Principles of Microeconomics	3	ECO 102, Principles of Macroeconomics	3
BUA 311, Marketing	3	SEM 392, Internship II	2
SEM 292, Internship I	1	Outer Core Elective	3
Philosophy Core	3	Free Elective	3
English 200+ Core	3		
Subtotal		Subtotal	
x 16		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	BUA Concentration Elective	3
Foreign Language Core	3	Natural Science + Lab Core	4
Outer Core Elective	3	Outer Core Elective	3
Communication Elective	3	Theology Core	3
Subtotal		Subtotal	
x 15		x 16	

Fourth Year

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

Total Credits: 120+