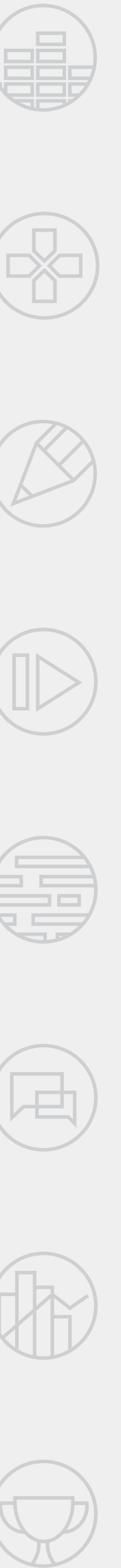




# Degree PROGRAMS



# Sports Marketing & Media

Undergraduate Degree Program - *Campus & Online*

## 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.

## ASSOCIATE'S OBJECTIVE

The objective of the Sports Marketing & Media Associate 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 Associate 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 marketing coordinator, marketing analyst, marketing specialist, branding associate, and many others.

## 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.

# Sports Marketing & Media

Undergraduate Degree Program - *Campus & Online*

## Campus

### Chronological Course Schedule by Months

	MONTH	CODE	COURSES	CREDIT HOURS
Bachelor's Program	Associate's Program	1	GEN1011 Creative Presentation	3.0
			DEP1013 Psychology of Play	3.0
	2	BEM1001 Business in the Entertainment and Media Industries	4.0	
		ENC1101 English Composition I*	4.0	
	3	MKT210 Introduction to Marketing	4.0	
		MKT163 Storytelling for Marketing	3.0	
	4	MKT1414 Marketing Research	4.0	
		IMK241 Fundamentals of Web Design	4.0	
	5	MGF1213 College Mathematics	4.0	
	6	BUS119 Project and Portfolio I: Personal Branding	3.0	
	7	ACG3223 Business Accounting	4.0	
		ENC326 Professional Writing*	4.0	
	8	MKT2418 Fundamentals of Public Relations	4.0	
		BUS229 Project and Portfolio II: Market Research	3.0	
	9	MKT3014 Marketing Law and Contracts	4.0	
		SMMC111 Professional Development Seminar I: Sports Marketing and Media*	1.0	
	10	MAR239 Project and Portfolio III: Marketing	3.0	
		SMMC222 Professional Development Seminar II: Sports Marketing and Media*	1.0	
	11	SMM3411 Sports Digital Production	4.0	
	12	SMM3112 Sports Business Models	3.0	
HUM1505 Popular Culture in Media		4.0		
13	SMM3563 Social Media Methods	3.0		
	PHY1020 Fundamentals of Physical Science*	4.0		
14	SMM3622 Sports Events and Entertainment	3.0		
	SMM349 Project and Portfolio IV: Sports Marketing and Media	3.0		
15	BUL3514 Intellectual Property	4.0		
	SMM4111 Business Project Management	4.0		
16	SMM3934 Mobility Technology and Marketing	3.0		
	SMM359 Project and Portfolio V: Sports Marketing and Media	3.0		
17	SMM4561 Sports Sales and Sponsorship	4.0		
18	MAN3152 Leadership and Organizational Behavior	4.0		
	SMM469 Project and Portfolio VI: Sports Marketing and Media	3.0		
19	SMM4833 Marketing Plans and Campaign Development	4.0		
20	BUS479 Project and Portfolio VII: Strategic Proposal	3.0		
	SMMC444 Career Readiness: Sports Marketing and Media*	4.0		

**BACHELOR'S TOTAL CREDIT HOURS: 120**

**BACHELOR'S TOTAL WEEKS: 80**

**ASSOCIATE'S TOTAL CREDIT HOURS: 60**

**ASSOCIATE'S TOTAL WEEKS: 40**