

Sport Marketing Minor

SAMPLE SCHEDULE	HOURS	MILESTONES
TERM 1		TERM 1
NFSS 375: Sport Marketing	3	
TOTAL HOURS	3	
TERM 2		TERM 2
*MKTG 360: Principles of Marketing	3	
TOTAL HOURS	3	
TERM 3		TERM 3
NFSS 362: Sport Sales, Fundraising and Sponsorship		
TOTAL HOURS	3	
TERM 4		TERM 4
Additional Courses (Choose from approved list)	3	
TOTAL HOURS	3	
TERM 5		TERM 5
Additional Courses (Choose from approved list)	3	
TOTAL HOURS	3	
TERM 6		TERM 6
Additional Courses (Choose from approved list)	3	
TOTAL HOURS	3	
TERM 7		TERM 7
TOTAL HOURS		
TERM 8		TERM 8
TOTAL HOURS		

Approved Courses (9 New Credits Must be Outside of Major)

MKTG 361	Marketing Management	3
MKTG 362	Retail Management	3
MKTG 363	Integrated Marketing Communication	3
MKTG 369	Services Marketing	3
* ² MKTG 461	Marketing Research	3
MKTG 462	Personal Selling and Sales Management	3
* ³ MKTG 465	Marketing Problems	3
MKTG 486	Buyer Behavior	3
MKTG 491	Digital Marketing & Analytics	3
NFSS 380	Sport in American Society	3
* ⁴ NFSS/MGMT 430	Sport Management	3
NFSS 440	Sport Facility Management	3
NFSS 441	Sport Event Operations	3
* ⁵ COM 315	PR Principles and Practices	3
COM 317	Strategic Communication Principles and Practices	3
* ⁶ COM 432	Sports Promotion and Publicity	3
COOP 467	Internship in Sport Marketing	3

*1 MKTG 360: Principles of Marketing must be taken before any other MKTG course.

*2 Prerequisites for MKTG 461: Marketing Research

ECON 221: Statistics, Data Analytics, and Modeling for Business and Economics I

Or

MATH 221: Elementary Applied Stats

ECON 222: Statistics, Data Analytics, and Modeling for Business and Economics II

*3 Prerequisites for MKTG 465: Marketing Problems

Senior level class standing

MKTG 461: Marketing Research

*4 Prerequisite for NFSS/MGMT 430: Sport Management

MGMT 320: Management Theory and Practice

*5 Prerequisites for COM 315: PR Principles and Practices

COM 100: Intro to Mass Media

COM 140: Writing for Media

*6 Prerequisite for COM 432: Sports Promotion and Publicity

COM 148: Introduction to Sports Communication