

Minor in Sports Marketing (18 Credits)

Name _____ ID# _____

Major _____ Date Minor Declared _____

E- Mail Address _____ Expected Graduation Date _____

<u>Required Courses (9 credits)</u>		Credits	Grade
* ¹ MKTG 360	Principles of Marketing	3	_____
NFSS 375	Sport Marketing	3	_____
NFSS 362	Sport Sales, Fundraising and Sponsorship	3	_____

Additional Courses (Choose 9 NEW credits from below – 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