

Bachelor of Science in Sport Management
Guided Electives

Choose two of the following courses to serve as your non-Sport Management guided electives.

Sports Administration

Course	Course Name	Pre-Requisite
SMGT 4630	Baseball and American Culture	None
RECR 4435	Managing Recreation Organizations	C or higher in RECR 1530
MGNT 3234	Entrepreneurship/Small Business	FINC 3131, MKTG 3131, and MGNT 3130, or POI
MGNT 4234	Small Business Management	FINC 3131, MKTG 3131, and MGNT 3130, or POI
MKTG 3133	Professional Selling	MKTG 3131

Sport Promotion

Course	Course Name	Pre-Requisite
MKTG 3132	Principles of Advertising	MKTG 3131
MKTG 3133	Professional Selling	MKTG 3131
MKTG 3134	Business Marketing	MKTG 3131
MKTG 4135	Buyer Behavior	MKTG 3131
MKTG 4137	Marketing Management	MKTG 3131 and last 2 semesters prior to graduation
GCM 1321/1411	Desktop Publishing and Lab	None

Sport Communication

Course	Course Name	Pre-Requisite
JOUR 2331	Introduction to Journalism	ENGL 1101
JOUR 3331	News Report and Writing	JOUR 2331
JOUR 3332	Feature Writing	None
BRCT 3332	Video Production	BRCT 3335 and COMM 2332
BRCT 3333	Telecommunications	COMM 2332
BRCT 3334	Broadcast News	JOUR 2331
BRCT 3335	Writing for Electronic Media	COMM 2332

POI = Permission of Instructor

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