

Bachelor of Science In Sport Marketing and Administration

PLAN OF STUDY

	FALL		SPRING			
	Course	Credit	Course	Credit		
FIRST YEAR	IDL 190	Freshman Seminar	ENGL 101	Composition I	2	3
	CMST 101	Fundamentals of Speech*	ECON 201	Principles of Microeconomics**	3	3
	HIST 122	Western Civilization II*	PSYC 101	General Psychology*	3	3
	MATH 114	College Algebra*	ARTH 100	Art Appreciation*	3	3
	PE 180	Foundations of HPER	GEOG 131/L	Physical Geography: Weather and Climate*	2	4
	PE 183	Professional Communications in HPER/A			3	16
		16				
SECOND YEAR	ENGL 201	Composition II	BADM 360	Organization and Management**	3	3
	BIOL 211/L	Environmental Biology*	PE 334	Behavior and Social Issues in HPER/A	3	3
	BADM 220	Business Statistics*	PE 412	Financial Aspects of Sport	3	3
	BADM 370	Marketing**		Additional Math or Science Course	3	3
		Elective or Minor Course		Elective or Minor Course	3	3
			15			15
THIRD YEAR	ACCT 210	Principles of Accounting I**	BADM 475	Consumer Behavior**	3	3
	PE 379	Sports for Individuals with Disabilities	PE 456	Global Aspects of Sport	3	3
	PE 411	Sport Marketing	PE 457	Psychology of Human Performance	3	3
		Elective or Minor Course	PE 467	Event Planning and Program Development	3	3
		Elective or Minor Course		Elective or Minor Course	3	3
			15			15
FOURTH YEAR	PE 395	Practicum	BADM 457	Business Ethics**	3	3
	PE 414	Law and Ethics	PE 459	Introduction to Research Methods	3	3
	PE 440	Organization and Administration of HPER/A	PE 496	Field Experience	3	3
		Elective or Minor Course	PE 413	Sport Administration Colloquium	3	3
		Elective or Minor Course		Elective or Minor Course	1-3	1-3
			15			13-15

Suggested Majors: Business Administration, Communication Studies, Management, Marketing, Psychology

Suggested Minors: Accounting, Business, Coaching, Communication Studies, Marketing, Psychology

*Fulfills a General Education Requirement. **Fulfills a major requirement. ***Fulfills a general elective. Other course options may be available. This plan of study is not an official document. Depending on placement, developmental courses may be required. Course rotations may change. Visit with a professional advisor regularly to discuss course selection and degree planning.



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