



**Bachelor of Science in Sports Marketing and Administration  
Plan of Study**

First Year Fall	
Course	Credit
IDL 190, Freshman Seminar	2
MATH 114/L, College Algebra*	3-4
HLTH 100/L, Wellness for Life***	2
PE 183, Introduction to SMAD	2
SPCM 101, Fundamentals of Speech*	3
HIST 122, Western Civilization II*	3
	15-16

First Year Spring	
Course	Credit
ARTH 100, Art Appreciation*	3
ECON 201, Principles of Microeconomics*	3
PSYC 101, General Psychology*	3
ENGL 101, Composition I	3
GEOG 131/L, Physical Geography: Weather and Climate*	4
	16

Second Year Fall	
Course	Credit
BIOL 211/211L, Environmental Biology*	3
ENGL 201, Composition II	3
BADM 220, Business Statistics*	3
BADM 350, Legal Environment of Business	3
Elective or Minor Course	3
	15

Second Year Spring	
Course	Credit
PE 355, Philosophies, Concepts, and Contemporary Issues in Coaching**	3
BADM 360, Organization and Management	3
BADM 370, Marketing	3
Elective or Minor Course	3
Elective or Minor Course	3
	15

Third Year Fall	
Course	Credit
ACCT 210, Principles of Accounting I	3
PE 411, Sport Marketing	3
BADM 336, Entrepreneurship I**	3
Elective or Minor Course	3
Elective or Minor Course	3
	15

Third Year Spring	
Course	Credit
PE 412, Financial Aspects of Sport	3
Additional Math or Science Course	3
BADM 474, Personal Selling**	3
PE 457, Exercise Psychology**	3
Elective or Minor Course	3
	15

Fourth Year Fall	
Course	Credit
PE 453, Sport Psychology	3
PE 395, Practicum	3
PE 414, Law and Ethics	3
PE 440, Organization and Administration of HPER/A	3
Elective or Minor Course	3
	15

Fourth Year Spring	
Course	Credit
PE 496, Field Experience	6
PE 459, Introduction to Research Methods	2
BADM 457, Business Ethics	3
PE 456, Social Aspects of Sport	2
Elective or Minor Course	1-3
	14-16

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

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

\*Fulfills a General Education Requirement. Other course options may be available. \*\*Fulfills a major requirement. Other course options may be available. \*\*\*Fulfills a general elective. Other course options may be available. This plan of study is not an official

document. Depending on placement scores, developmental courses may be required. Course rotations may change. Please visit with a professional advisor at least once a semester to review appropriate course choices and plan updates.