

MARKETING: SPORTS BUSINESS TRACK

The Sports Business Track within the Marketing Major is designed for students who wish to prepare for marketing opportunities in a sports business context (e.g., team sports, sporting events, sports facilities, corporate sponsorship, sports manufacturing, sports retailing).

Marketing: Sports Business Track (18 Credits)

Code	Title	Credits
Marketing Core required courses:		
MKT 333	Consumer and Market Behavior	3
MKT 343	Marketing Research	3
MKT 473	Marketing Management: Policy and Strategy	3
Sports Business required course:		
MKT 453	Sports Marketing	3
Sports Business Electives (select two from the list of courses below): 6		
ECO 333	Economics of Sports	
MKT 335	Sales Management	
MKT 353	Advertising and Promotion	
MKT 355	Service and Experience Marketing	
MKT 361	Marketing Analytics	
MKT 377	Public Relations	
MKT 433	Digital Marketing	
Total Credits		18

NOTE: MKT 363 Global Marketing and MKT 366 Marketing Internship may not serve as a major elective for the Sports Business Track.