

SPORTS MARKETING MINOR

Program Description

In this minor students will learn general marketing knowledge and theories then apply those that are most relevant to the sports and entertainment industry. Students gain practical experience through an internship in sports marketing. Students also have the opportunity to customize their plan of study by selecting four courses from a diverse set of marketing electives.

Requirements

Code	Title	Hours
BUSN 231	Business Communications	3
BUSN 399	Internship in	1-4
KINS 270	Sports Management	3
MRKT 281	Marketing Principles/ Strategy	3
MRKT 283	Principles of Selling	3
MRKT 379	Sports and Events Marketing	3
Select 12 credits from the following electives:		12
COMM 320	Public Relations	
INTB 486	International Marketing	
KINS 375	Commercial Recreation	
KINS 482	Leadership in Sport	
MRKT 381	Consumer Behaviors	
MRKT 383	Digital Marketing	
MRKT 384	Social Media Marketing	
MRKT 385	Services Marketing	
MRKT 386	Mobile Marketing	
MRKT 387	Advertising Theory/Practice	
MRKT 388	Retail Management	
MRKT 480	Marketing Research	
MRKT 481	Marketing Management	
Total Hours		28-31