

The University of South Dakota
Major Credit Hour count: 38
Major: Sport Marketing & Media, B.A.

| <u>Year / Semester</u> | SRG/Major Requirement | <u>Cr Hrs</u> | <u>Year / Semester</u> | SRG/Major Requirement | <u>Cr Hrs</u> | |
|--|-------------------------------|---------------|--|-------------------------------|---------------------------------|------------|
| <u>First Year - 1st Semester</u> | | | <u>First Year - 2nd Semester</u> | | | |
| ENGL 101 Composition I | SGR 1 | 3 | ENGL 210 Introduction to Literature | BA | 3 | |
| Mathematics | SGR 5 | 3 | Foreign Language: 102 | BA | 4 | |
| KSS 244 /MCOM 244/ SPCM 244 | Major | 3 | MCOM 243 Public Relations Principles or | | | |
| Foreign Language: 101 | SGR 4+BA | 4 | MCOM 370 Ad Principles | Major | 3 | |
| Social Science/Humanities | BA | 3 | MCOM 244 Intro to Sport Mktg & Media or elective | Major | 3 | |
| | | | SPCM 101 Fundamentals of Speech | SGR 2 | 3 | |
| | Semester Credit Hours: | 16 | | Semester Credit Hours: | 16 | |
| <u>Second Year - 1st Semester</u> | | | <u>Second Year - 2nd Semester</u> | | | |
| Elective in Major | Major | 3 | Elective in Major | Major | 3 | |
| Natural Science | SGR 6 | 4 | Natural Science | SGR 6 | 4 | |
| Social Science | SGR 3 | 3 | Advanced Composition | SGR 1 | 3 | |
| Fine Arts | SGR 4 | 3 | Internship or Practicum *** | Major | 1 | |
| Internship or Practicum*** | Major | 1 | Social Science | SGR 3 | 3 | |
| | Semester Credit Hours: | 14 | | Semester Credit Hours: | 14 | |
| <u>Third Year - 1st Semester</u> | | | <u>Third Year - 2nd Semester</u> | | | |
| KSS 450 Sport Facility & Event Mgmt or Major | | | MCOM 440 Event Mktg & Mgmt or Major Elective | Major | 6 | |
| Elective | Major | 3 | Minor | BA | 6 | |
| Elective in Major | Major | 3 | Elective | | 3 | |
| Additional Social Science/Humanities | BA | 3 | | | 0 | |
| Minor | BA | 6 | | Semester Credit Hours: | 15 | |
| | Semester Credit Hours: | 15 | | | | |
| <u>Fourth Year - 1st Semester</u> | | | <u>Fourth Year - 2nd Semester</u> | | | |
| BADM 370 Marketing or | | | MCOM 402 Media Law/Ethics or | | | |
| KSS 382 Sport Marketing or | | | KSS 486 Sport Law | Major | 3 | |
| MCOM 444 Sport Mktg & Media | Major | 3 | Minor | BA | 3 | |
| Elective in Major | Major | 3 | Elective | | 9 | |
| Minor | BA | 3 | | | 0 | |
| Elective | | 6 | | Semester Credit Hours: | 15 | |
| | Semester Credit Hours: | 15 | | Semester Credit Hours: | 15 | |
| | | | | | Total Major Requirements | 120 |

Notes: *Take either KSS 244, MCOM 244 or SPCM 244. If all are taken, one course satisfies a required course and the others satisfies electives.

**Take either MCOM 243 or MCOM 370. If both, one course satisfies a required course & the other satisfies an elective.

***Practicum credits from the MCOM prefix. Internship credits from the following prefixes: BADM, KSS, MCOM and SPCM.