

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

[2018-2019 Academic Catalog]

<u>Year / Semester</u>	SGR/Major Requirement	<u>Cr Hrs</u>	<u>Year / Semester</u>	SGR/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	
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>			
KSM 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			
KSM 382 Sport Marketing or			KSM 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.