

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

<u>Year / Semester</u>	SRG/Major Requirement	Cr Hrs	<u>Year / Semester</u>	SRG/Major Requirement	Cr Hrs
<b><u>First Year - 1st Semester</u></b>			<b><u>First Year - 2nd Semester</u></b>		
ENGL 101 Composition I	SGR 1	3	ENGL 210 Introduction to Literature	BS	3
Mathematics	SGR 5	3	Mathematics	BS	3
KSS 244 American Sport in the 21st Century <b>OR</b>	Major	3	Elective in Major	Major	3
MCOM 244 Intro to Sport Mktg & Media* <b>OR</b>			MCOM 243 Public Relations Principles <b>OR</b>	Major	3
SPCM 244 Intro to Sport Communication			MCOM 370 Advertising Principles**		
Fine Arts	SGR4	3	SPCM 101 Fundamentals of Speech	SGR 2	3
Social Science	SGR 3	3			0
	<b>Semester Credit Hours:</b>	<b>15</b>		<b>Semester Credit Hours:</b>	<b>15</b>
<b><u>Second Year - 1st Semester</u></b>			<b><u>Second Year - 2nd Semester</u></b>		
Elective in Major	Major	6	Elective in Major	Major	3
Natural Science	SGR 6	4	Natural Science	SGR 6	4
Mathematics/Statistics	BS	3	Advanced Composition	SGR 1	3
Fine Arts	SGR 4	3	Internship or Practicum ***	Major	1
		0	Social Science	SGR 3	3
	<b>Semester Credit Hours:</b>	<b>16</b>		<b>Semester Credit Hours:</b>	<b>14</b>
<b><u>Third Year - 1st Semester</u></b>			<b><u>Third Year - 2nd Semester</u></b>		
KSS 450 Sport Facility & Event Mgmt <b>OR</b>	Major	3	Elective in Major	Major	3
MCOM 440 Event Mktg & Mgmt			Minor	BS	6
Elective in Major	Major	3	Additional Science	BS	3
Additional Science	BS	3	Electives		4
Minor	BS	6			0
	<b>Semester Credit Hours:</b>	<b>15</b>		<b>Semester Credit Hours:</b>	<b>16</b>
<b><u>Fourth Year - 1st Semester</u></b>			<b><u>Fourth Year - 2nd Semester</u></b>		
BADM 370 Marketing <b>OR</b>	Major	3	MCOM 402 Media Law/Ethics <b>OR</b>	Major	3
KSS 382 Sport Marketing <b>OR</b>			KSS 486 Sport Law		
MCOM 444 Sport Mktg & Media			Minor	BS	6
Elective in Major	Major	3	Elective		6
Elective		7			0
Internship or Practicum***	Major	1			0
	<b>Semester Credit Hours:</b>	<b>14</b>		<b>Semester Credit Hours:</b>	<b>15</b>
			<b>Total Major Requirements 120</b>		

**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 major requirement & the other satisfies an elective.

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