

SPORT MARKETING, EMPHASIS

Area of Emphasis

Students will complete 6 hours of restricted electives in addition to the core courses:

Code	Title	Credit Hours
Core Courses		
Select from the following:		6
STHM 290	Sport Management Practicum	
STHM 390	Sport MGT Pre-Internship	
STHM 458	Sales & Promotion MGT in Sport	
STHM 490	Internship (6 hrs)	
Declare a minor in Marketing		12
Restricted Electives		
Select two of the following:		6
STHM 270	Sport Tourism	
STHM 410	Leadership: Theory & Practice	
STHM 425	Sport in Film	
STHM 440	Women in Sport	
STHM 450	Sport Agent	
STHM 452	Sport Analytics	
STHM 496	Olympic Games	
Total Credit Hours		24

Summer school may be required to complete this degree in four years. A minimum of 120 hours is required to complete this major.