

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>
<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	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
<b>Semester Credit Hours:</b>		<b>16</b>	<b>Semester Credit Hours:</b>		<b>16</b>
<b><u>Second Year - 1st Semester</u></b>			<b><u>Second Year - 2nd Semester</u></b>		
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
<b>Semester Credit Hours:</b>		<b>14</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>		
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	<b>Semester Credit Hours:</b>		<b>15</b>
<b>Semester Credit Hours:</b>		<b>15</b>	<b><u>Fourth Year - 2nd Semester</u></b>		
<b><u>Fourth Year - 1st Semester</u></b>			MCOM 402 Media Law/Ethics or		
BADM 370 Marketing or			KSM 486 Sport Law	Major	3
KSM 382 Sport Marketing or			Minor	BA	3
MCOM 444 Sport Mktg & Media	Major	3	Elective		9
Elective in Major	Major	3			0
Minor	BA	3	<b>Semester Credit Hours:</b>		<b>15</b>
Elective		6	<b>Total Major Requirements 120</b>		
<b>Semester Credit Hours:</b>		<b>15</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 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.