

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

[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	BS	3
Mathematics	SGR 5	3	Mathematics	BS	3
MCOM 244 Intro to Sport Mktg & Media* OR	Major	3	Elective in Major	Major	3
SPCM 244 Intro to Sport Communication			MCOM 243 Public Relations Principles OR	Major	3
Fine Arts	SGR4	3	MCOM 370 Advertising Principles**		
Social Science	SGR 3	3	SPCM 101 Fundamentals of Speech	SGR 2	3
Semester Credit Hours: 15			Semester Credit Hours: 15		
<u>Second Year - 1st Semester</u>			<u>Second Year - 2nd Semester</u>		
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
Semester Credit Hours: 16			Semester Credit Hours: 14		
<u>Third Year - 1st Semester</u>			<u>Third Year - 2nd Semester</u>		
KSM 450 Sport Facility & Event Mgmt OR	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
Semester Credit Hours: 15			Semester Credit Hours: 16		
<u>Fourth Year - 1st Semester</u>			<u>Fourth Year - 2nd Semester</u>		
BADM 370 Marketing OR	Major	3	MCOM 402 Media Law/Ethics OR	Major	3
KSM 382 Sport Marketing OR			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
Semester Credit Hours: 14			Semester Credit Hours: 15		
			Total Major Requirements 120		

Notes:

*Take either 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, KSM, MCOM and SPCM.