

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

[2019-2020 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
Elective in Major	Major	3	MCOM 243 Public Relations Principles* or Major Elective	Major	3
Foreign Language: 101	SGR 4+BA	4	MCOM 244 Intro to Sport Marketing & Media	Major	3
Social Science/Humanities	BA	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>		
MCOM 370 Advertising Principles* or Elective	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 MCOM 440			Elective in Major	Major	6
Event Marketing & Management	Major	3	Minor	BA	6
Elective in Major	Major	3	Elective		3
Additional Social Science/Humanities	BA	3			
Minor	BA	6			
	<b>Semester Credit Hours:</b>	<b>15</b>		<b>Semester Credit Hours:</b>	<b>15</b>
<b><u>Fourth Year - 1st Semester</u></b>			<b><u>Fourth Year - 2nd Semester</u></b>		
MCOM 444 Sport Marketing & Media	Major	3	MCOM 402 Media Law/Ethics or		
Elective in Major	Major	3	KSM 486 Sport Law	Major	3
Minor	BA	3	Minor	BA	3
Elective		6	Elective		9
	<b>Semester Credit Hours:</b>	<b>15</b>			0
				<b>Semester Credit Hours:</b>	<b>15</b>
				<b>Total Major Requirements</b>	<b>120</b>

**Notes:** \*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.