



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

[2019-2020 Academic Catalog]

Tr. (G	SGR/Major	G II	W 10	SGR/Major	G II
Year / Semester	Requirement	Cr Hrs	Year / Semester	Requirement	Cr Hrs
First Year - 1st Semester			First Year - 2nd Semester		
ENGL 101 Composition I	SGR 1	3	ENGL 210 Introduction to Literature	BS	3
Mathematics	SGR 5	3	Mathematics	BS	3
Elective in Major	Major	3	MCOM 244 Intro to Sport Marketing & Media MCOM 243 Public Relations Principles* or Major	Major	3
Fine Arts	SGR4	3	Elective	Major	3
Social Science	SGR 3	3	SPCM 101 Fundamentals of Speech	SGR 2	3
Semester Credit H		15	Semeste	er Credit Hours:	15
Second Year - 1st Semester			Second Year - 2nd Semester		
MCOM 370 Advertising Principles* or Major Elective	Major	3	Elective in Major	Major	3
Natural Science	SGR 6	4	Natural Science	SGR 6	4
Mathematics/Statistics	BS	3	Advanced Composition	SGR 1	3
Humanities	SGR 4	3	Internship or Practicum **	Major	1
Elective in Major	Major	3	Social Science	SGR 3	3
Semester Credit Hours:		16	Semeste	r Credit Hours:	14
Third Year - 1st Semester			Third Year - 2nd Semester		
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
Semest	er Credit Hours:	15	Semeste	r Credit Hours:	16
Fourth Year - 1st Semester			Fourth Year - 2nd Semester		
MCOM 444 Sport Marketing & Media	Major	3	MCOM 402 Media Law/Ethics OR	Major	3
Elective in Major	Major	3	KSS 486 Sport Law		
Elective		7	Minor	BS	6
Internship or Practicum**	Major	1	Elective		6
					0
Semest	er Credit Hours:	14		r Credit Hours:	
			Total Majo	r Requirements	120

Notes: *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.