

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

[2021-2022 Academic Catalog]

First Year - 1st Semester

ENGL 101 Composition I
Mathematics
Elective in Major

Fine Arts
Social Science

SGR/Major Requirement	Cr Hrs
SGR 1	3
SGR 5	3
Major	3
SGR4	3
SGR 3	3
Semester Credit Hours:	15

First Year - 2nd Semester

ENGL 210 Introduction to Literature
Mathematics
MCOM 244 Intro to Sport Marketing & Media
MCOM 243 Public Relations Principles* **OR** Major
Elective
CMST 101 Fundamentals of Speech

SGR/Major Requirement	Cr Hrs
BS	3
BS	4
Major	3
Major	3
SGR 2	3
Semester Credit Hours:	16

Second Year - 1st Semester

MCOM 370 Advertising Principles* **OR** Major
Elective
Natural Science
Statistics
Humanities
Elective in Major

SGR/Major Requirement	Cr Hrs
Major	3
SGR 6	4
BS	3
SGR 4	3
Major	3
Semester Credit Hours:	16

Second Year - 2nd Semester

Elective in Major
Natural Science
Advanced Composition
Internship or Practicum **
Social Science

SGR/Major Requirement	Cr Hrs
Major	3
SGR 6	4
SGR 1	3
Major	1
SGR 3	3
Semester Credit Hours:	14

Third Year - 1st Semester

KSM 450 Sport Facility & Event Mgmt **OR**
MCOM 440 Event Mktg & Mgmt
Elective in Major
Additional Science
Minor

SGR/Major Requirement	Cr Hrs
Major	3
Major	3
BS	3
BS	6
Semester Credit Hours:	15

Third Year - 2nd Semester

Elective in Major
Minor
Additional Science
Electives

SGR/Major Requirement	Cr Hrs
Major	3
BS	6
BS	3
	3
	0
Semester Credit Hours:	15

Fourth Year - 1st Semester

MCOM 444 Sport Marketing & Media
Elective in Major
Elective
Internship or Practicum**

SGR/Major Requirement	Cr Hrs
Major	3
Major	3
	7
Major	1
Semester Credit Hours:	14

Fourth Year - 2nd Semester

MCOM 402 Media Law/Ethics **OR**
KSM 486 Sport Law
Minor
Elective

SGR/Major Requirement	Cr Hrs
Major	3
BS	6
	6
Semester Credit Hours:	15

Total Major 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.