

MARKETING MAJOR, BBA - SPORTS MARKETING CONCENTRATION

Campus: NYC, Westchester

The Sports Marketing Concentration is designed to provide students with the skills and tools needed to succeed in the global sports industry. Students will be introduced to the business of sports from a strategic marketing perspective, both in the classroom and through internships.

Major Completion Summary

Requirement	Credits
University Core Requirements	53
Major Requirements	53
Open Electives	22
Total Credits	128

University Core Requirements (53 Credits)

See complete University Core (<http://catalog.pace.edu/undergraduate/university-core-curriculum/>) requirements.

Includes several of the major-required courses listed below:

Code	Title	Credits
Foundation Requirements		
MAT 104	Finite Mathematics	3
CIS 101	Introduction to Computing	3
or TS 105	Computers for Human Empowerment	
Lubin Foundation Requirement in Quantitative Reasoning ¹		
ECO 105	Principles of Economics: Macroeconomics	3
ECO 106	Principles of Economics: Microeconomics	3
MAT 117	Elementary Statistics ²	4
One Elective Course in Mathematics or Economics ³		3

¹ These four courses are applied to the University Core Areas of Knowledge (AOK) requirement as an In-depth Sequence in Quantitative Reasoning. Therefore, Lubin majors are required to complete only one course from each of the four Areas of Knowledge. See Lubin Foundation Requirement (<http://catalog.pace.edu/undergraduate/schools/lubin-school-business/university-core-curriculum-requirements-lubin-majors/#business-foundation>) in Quantitative Reasoning for more details.

² MAT 117 Elementary Statistics satisfies one course in AOK- HSN (AOK5)

³ Any ECO or MAT course, except MAT 100, 102, 103, 104, 117, 130, 134, 234 or ECO 105 or 106.

Major Requirements (53 Credits)

Code	Title	Credits
Business Core ¹		
BUS 101	Contemporary Business Practice	3
ACC 203	Financial Accounting	4
ACC 204	Managerial Accounting	4
FIN 260	Financial Management	3
LAW 150	Business Law I	3
MAR 201	Principles of Marketing	3
MGT 150	Managerial and Organizational Concepts	3
MGT 226	Business Analytics	3
MGT 490	Business Strategy	3
Major Requirements		
<i>Marketing Core</i>		
MAR 201	Principles of Marketing ²	(3)

MAR 222	Marketing Research	3
MAR 499	Advanced Marketing Management	3
Sports Marketing Concentration		
<i>Required Concentration Courses</i>		
MAR 363	Special Events Marketing for Arts, Entertainment and Sports	3
MAR 364	Sports Marketing	3
MAR 366	Sports Sponsorship	3
MAR 221	Advertising Strategy & Creative	3
or MAR 342	Public Relations	
<i>Required International Marketing Course</i>		
Select one of the following:		3
MAR 351	International Marketing	
MAR 352	International Advertising and Promotion	
MAR 356	International Marketing Field Study	
<i>Elective Concentration Course</i>		
Select one of the following:		3
MAR 331	Managerial Marketing	
MAR 332	Selling and Sales Management	
MAR 343	Direct Marketing	
MAR 394	Marketing Internship	
LAW 317	Sports and Entertainment Law	
MGT 216	Venture Initiation and Entrepreneurship	
MGT 365	Managerial Negotiations	
MGT 371	Managing Entertainment Projects	
MAR 221	Advertising Strategy & Creative ³	
MAR 342	Public Relations ³	
Total Credits		53

¹ See Business Core Requirements (<http://catalog.pace.edu/undergraduate/schools/lubin-school-business/university-core-curriculum-requirements-lubin-majors/>) for more details.

² Applied toward the Business Core.

³ If not used to satisfy concentration requirement above.

Open Electives (22 Credits)

Code	Title	Credits
Open Electives		
Select 22 credits ¹		22
Total Credits		22

¹ Includes UNV 101 First-Year Seminar: Introduction to University Community (1 credit) for first-year students.

Course	Title	Credits
First Year		
Fall		
UNV 101	First-Year Seminar: Introduction to University Community	1
CIS 101	Introduction to Computing	3
ECO 105	Principles of Economics: Macroeconomics	3
ENG 110	Composition	3 or 4
or ENG 120	or Critical Writing	
MAT 104	Finite Mathematics	3
Area of Knowledge (AOK)		3
Credits		16-17

Spring

BUS 101	Contemporary Business Practice	3
ECO 106	Principles of Economics: Microeconomics	3
MAT 117	Elementary Statistics	4
ENG 120	Critical Writing (or Liberal Arts & Science Elective) ¹	4
Area of Knowledge (AOK)		3
Learning Community (LC) Required*		
Credits		17

Second Year**Fall**

ACC 203	Financial Accounting	4
COM 200	Public Speaking	3
MAT or ECO Elective		3
MAR 201	Principles of Marketing	3
Second Language Course		3
Credits		16

Spring

ACC 204	Managerial Accounting	4
ENG 201	Writing in the Disciplines	3
LAW 150	Business Law I	3
MGT 150	Managerial and Organizational Concepts	3
Second Language Course or Liberal Arts & Science Elective		3
Credits		16

Third Year**Fall**

MAR 221 or MAR 342	Advertising Strategy & Creative or Public Relations	3
FIN 260	Financial Management	3
MAR 222	Marketing Research	3
Foundation Science Course with Lab		3
Area of Knowledge (AOK) and/or Writing Enhanced (WE)		3
Open Elective		1
Credits		16

Spring

MAR 363	Special Events Marketing for Arts, Entertainment and Sports ^{Concentration Course}	3
MAR 364	Sports Marketing ^{Concentration Course}	3
MGT 226	Business Analytics	3
Area of Knowledge (AOK) and/or Writing Enhanced (WE)		3
Open Elective		3
Open Elective		3
Credits		18

Fourth Year**Fall**

MGT 490	Business Strategy	3
MAR 366	Sports Sponsorship ^{Concentration Course}	3
MAR 351 or MAR 352	International Marketing (or MAR 356) ^{International Course} or International Advertising and Promotion	3
Open Elective and/or Civic Engagement (CE/AOK I)		3
Open Elective		3
Credits		15

Spring

MAR 221 or MAR 331	Advertising Strategy & Creative (or MAR 332/342/343/349 or LAW 317 or MGT 216/365/371) ^{Concentration Elective} or Managerial Marketing	3
MAR 499	Advanced Marketing Management	3
Open Elective		3
Open Elective		3
Open Elective		3
Credits		15
Total Credits		129-130

¹ Students transferring ENG 120 with 3 credits will need to take an additional one (1) Liberal Arts and Science Elective Credit.