

SPORTS MARKETING MINOR

The Sports Marketing Minor 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.

Minor Requirements

Code	Title	Credits
Required Courses		
MAR 201	Principles of Marketing	3
MAR 364	Sports Marketing	3
MAR 366	Sports Sponsorship	3
Elective Courses		
Select two of the following:		6
MAR 221	Fundamentals of Advertising and Promotion	
MAR 331	Managerial Marketing	
MAR 332	Selling and Sales Management	
MAR 342	Public Relations	
MAR 343	Direct Marketing	
MAR 351	International Marketing	
MAR 363	Special Events Marketing for Arts, Entertainment and Sports	
LAW 317	Sports and Entertainment Law ¹	
MAR 394	Marketing Internship	
MGT 216	Venture Initiation and Entrepreneurship ¹	
MGT 365	Managerial Negotiations ¹	
MGT 371	Managing Entertainment Projects ¹	
Total Credits		15

¹ Requires non Marketing courses as prerequisites. Consult Schedule Explorer for specific courses.