

Sports Marketing Minor
SCHOOL OF RECREATION STUDIES AND EXERCISE SCIENCE
 Degree Audit Worksheet - Effective Fall 2010

Name: _____ ID: _____ Advisor: _____

Major Degree in _____ Intended Month of Graduation: _____

Twenty eight (28) total hours required for Recreation Studies Minor.

Required Courses: 16 credits

		<u>Pre-requisites</u>	<u>Credit</u>	<u>Grade</u>	<u>Semester/ Year</u>
RECS 270	Introduction to Sports Management		3	_____	_____
MRKT 281	Marketing Principles and Strategies		3	_____	_____
MRKT 389	Sports and Events Marketing	MRKT 281, RECS 270	3	_____	_____
BUSN 231	Business Communication	ENGL 111	3	_____	_____
RECS/MRKT 295	Practicum	Permission of Instructor	2	_____	_____
RECS/MRKT 496	Independent Research in Sports Marketing	Senior Status or permission of instructor	2	_____	_____

Program Electives: 12 credit hours

		<u>Pre-requisites</u>	<u>Credit</u>	<u>Grade</u>	<u>Semester/ Year</u>
MRKT 283	Principles of Selling	MRKT 281	3	_____	_____
MRKT 381	Consumer Behavior	MRKT 281	3	_____	_____
MRKT 383	E-Marketing	MRKT 281	3	_____	_____
MRKT 385	Services Marketing	MRKT 281	3	_____	_____
MRKT 387	Advertising Management	MRKT 281	3	_____	_____
MRKT 388	Retail Management	MRKT 281	3	_____	_____
MRKT 480	Marketing Research	Stats, MRKT 281, 381	3	_____	_____
INTB/MRKT 486	International Marketing	MRKT 281	3	_____	_____
COMM 320	Public Relations	COMM 101	4	_____	_____

* Non-business students will still have to get permission to take the marketing courses due to the pre-business core requirements

**Non-recreation students will need permission for RECS 270 which has RECS 101 and 105 as pre-requisites for recreation core courses.

 School Chair's Signature or Approval

 Date