

# BACHELOR OF ARTS

# SPORTS AND ENTERTAINMENT MARKETING



THOMAS MORE  
UNIVERSITY

## Approved Sample Curriculum

### First Year

| Fall   | CR | Spring                                       | CR |
|--|----|--|----|
| BUA 105, Introduction to Business                          | 3  | CIS 111, Introduction to Computer Systems    | 3  |
| ACC 101, Principles to Financial Accounting                | 3  | ACC 102, Principles to Managerial Accounting | 3  |
| ENG 150, Literature, Writing, and Research                 | 3  | MAT 205, introductory to Statistics          | 3  |
| History Core   | 3  | Communication Core                           | 3  |
| SEM 105, Foundations of the Sports and Recreation Business | 3  | Social Science Core                          | 3  |
| FYE 150, First Year Exploration                            | 1  |  |    |
| <b>Subtotal</b>  |    | <b>Subtotal</b>                              |    |
| x 16   |    | x 15   |    |

### Second Year

| Fall                                  | CR | Spring                                | CR |
|---------------------------------------|----|---------------------------------------|----|
| BUA 291, Business Law I               | 3  | BUA 292, Business Law II              | 3  |
| BUA 311, Marketing                    | 3  | BUA 302, Organizational Behavior      | 3  |
| ECO 101, Principles of Microeconomics | 3  | ECO 102, Principles of Macroeconomics | 3  |
| English 200+ Core                     | 3  | SEM 392, Internship II                | 2  |
| SEM 292, Internship I                 | 1  | Fine Art Elective                     | 3  |
| Philosophy Core #1                    | 3  |                                       |    |
| <b>Subtotal</b>                       |    | <b>Subtotal</b>                       |    |
| x 16                                  |    | x 14                                  |    |

### Third Year

| Fall                        | CR | Spring                      | CR |
|-----------------------------|----|-----------------------------|----|
| SEM (310, 380, 410, or 420) | 3  | SEM (310, 380, 410, or 420) | 3  |
| BUA 321, Business Finance   | 3  | Theology Core               | 3  |
| Foreign Language Core       | 3  | Natural Science + Lab Core  | 4  |
| Outer Core or Free Elective | 3  | Outer Core or Free Elective | 3  |
| Outer Core or Free Elective | 3  | Outer Core or Free Elective | 3  |
| <b>Subtotal</b>             |    | <b>Subtotal</b>             |    |
| x 15                        |    | x 16                        |    |

### Fourth Year

| Fall                        | CR | Spring   | CR |
|-----------------------------|----|--|----|
| SEM (310, 380, 410, or 420) | 3  | SEM (310, 380, 410, or 420)                            | 3  |
| Philosophy Core #2          | 1  | SEM 498, Seminar in Sports and Entertainment Marketing | 3  |
| Theology Core               | 3  | Outer Core or Free Elective                            | 3  |
| Outer Core or Free Elective | 3  | Outer Core or Free Elective                            | 3  |
| Outer Core or Free Elective | 3  | Outer Core or Free Elective                            | 3  |
| <b>Subtotal</b>             |    | <b>Subtotal</b>  |    |
| x 13                        |    | x 15   |    |

**Total Credits: 120+**

**Updated Spring 2024**