THE BACHELOR OF BUSINESS ADMINISTRATION IN
SPORTS MARKETING AND ANALYTICS
(Macon)
Program Plan

A. General Education (30 hours)

B. Additional Requirements (9 hours)

C. Business Core Curriculum (39-40 hours)
   MAT 131: Function and Graphs (3 hours) or MAT 133: Pre-calculus (4 hours)
   ECN 150: Microeconomics (3 hours)
   ECN 151: Macroeconomics (3 hours)
   ACC 204: Financial Accounting (3 hours)
   ACC 205: Managerial Accounting (3 hours)
   BUS 281: Business Communications (3 hours)
   BUS 346: Legal, Ethical & Regulatory Environment (3 hours)
   IST 349: Management Information Systems (3 hours)
   BUS 350: Business Quantitative Analysis (3 hours)
   FIN 362: Principles of Finance (3 hours)
   MGT 363: Principles of Management (3 hours)
   MKT 361: Principles of Marketing (3 hours)
   MGT 498: Strategic Management (Capstone) (3 hours)

D. Sports Marketing and Analytics Major (21 hours)
   SMA 401: Sports and Entertainment Marketing
   MKT 420: Professional Selling
   MKT 425: Digital Analytics
   SMA 460: Sports Marketing and Research
   SMA 320: Facility Operations Management
   Two additional 300-400 level approved courses

E. Electives
   Taken as needed to reach the required total hours

Total Graduation Requirements: 120 hours