

Saint Joseph's University

BS in Business Administration - Sports Marketing Major Curriculum Requirements

Name _____

ID # _____

General Education Program (GEP)

Signature Courses

1.	<input type="checkbox"/>	First Year Seminar (XXX 150)	<input type="checkbox"/>
2.	<input type="checkbox"/>	PHL 154 Moral Foundations	
3.	<input type="checkbox"/>	Theology Signature Core (THE 153, THE 154, or THE 155 will fulfill the req.)	
4.	<input type="checkbox"/>	ENG 102 Texts and Contexts	
5.	<input type="checkbox"/>	HIS 154 Forging the Modern World	
6.	<input type="checkbox"/>	Faith and Reason Course (pre-reqs: THE 154 and PHL 154)*	<input type="checkbox"/>
	<input type="checkbox"/>	INT 151 Inequality in American Society. (Required for students entering Fall 2023 and later)	

Variable Courses (The number of variable courses vary depending on language placement and natural science)

7.	<input type="checkbox"/>	Art, Music/Theatre/Film, or Lit **	<input type="checkbox"/>
8.	<input type="checkbox"/>	Math (Beauty)	<input type="checkbox"/>
9.	<input type="checkbox"/>	Natural Science GEP (1 Lab course OR 2 Non-Lab courses)	<input type="checkbox"/>
10.	<input type="checkbox"/>	Non-Native Language I	<input type="checkbox"/>
11.	<input type="checkbox"/>	Non-Native Language II	<input type="checkbox"/>
12.	<input type="checkbox"/>	ECN 101 Microeconomics	<input type="checkbox"/>
13.	<input type="checkbox"/>	PHL Anthropology (Pre-req: PHL 154)	<input type="checkbox"/>
14.	<input type="checkbox"/>	Religious Difference (THE/REL)	<input type="checkbox"/>
15.	<input type="checkbox"/>	English 101: Craft of Language	<input type="checkbox"/>

Integrative Learning Courses (3 courses)

16.	<input type="checkbox"/>	ECN 102 Macroeconomics	<input type="checkbox"/>
17.	<input type="checkbox"/>	See Catalog for a list of options	<input type="checkbox"/>
18.	<input type="checkbox"/>	See Catalog for a list of options	<input type="checkbox"/>

Overlays (All students must complete the W-I, E-I, and DGNW overlay. The Class of 2025 forward must also complete the additional Diversity overlay.)

<input type="checkbox"/>	Writing-Intensive (Pre-req: ENG 101)	<input type="checkbox"/>
<input type="checkbox"/>	Ethics-Intensive (pre-req: PHL 154)	<input type="checkbox"/>
<input type="checkbox"/>	Diversity/Global/Non-Western	<input type="checkbox"/>
<input type="checkbox"/>	Diversity (Class of 2025 forward only)	<input type="checkbox"/>

Business Core Requirements

(10 courses + DSS100)

	<input type="checkbox"/>	DSS 100 Excel Competency (1-credit)	
19.	<input type="checkbox"/>	ACC 101 Financial Accounting	
20.	<input type="checkbox"/>	ACC 102 Managerial Accounting	
21.	<input type="checkbox"/>	DSS 200 Artificial Intelligence in Business	
22.	<input type="checkbox"/>	DSS 210 Business Statistics	
23.	<input type="checkbox"/>	DSS 220 Business Analytics	
24.	<input type="checkbox"/>	FIN 200 Introduction to Finance	
25.	<input type="checkbox"/>	MGT 360 Legal Environment of Business I	
26.	<input type="checkbox"/>	MGT 110/120 Essentials of Organ Behavior or Essentials of Management	
27.	<input type="checkbox"/>	MKT 201 Principles of Marketing	
28.	<input type="checkbox"/>	BUS 495 Business Strategy	

Marketing Major Courses

29.	<input type="checkbox"/>	MKT 351 The Business of Sports	
30.	<input type="checkbox"/>	MKT 352 Sports Law	
31.	<input type="checkbox"/>	MKT 353 Sports Marketing	
32.	<input type="checkbox"/>	MKT 355 Sports Selling and Sales	
33.	<input type="checkbox"/>	MKT 202 Marketing Research	
34.	<input type="checkbox"/>	Sports MKT Upper Level Elective See catalog for options	

Electives (A minimum of 18 elective credits required.)

35.	<input type="checkbox"/>	Free Elective	<input type="checkbox"/>
36.	<input type="checkbox"/>	Free Elective	<input type="checkbox"/>
37.	<input type="checkbox"/>	Free Elective	<input type="checkbox"/>
38.	<input type="checkbox"/>	Free Elective	<input type="checkbox"/>
39.	<input type="checkbox"/>	Free Elective	<input type="checkbox"/>
40.	<input type="checkbox"/>	Free Elective (or 2nd non-lab science)	<input type="checkbox"/>

(updated January 2022)

Department Contact information

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Typical Course Sequence - Sports Marketing Major

	Fall	Spring
FIRST YEAR	DSS 100 Excel Competency (1 Cr/Req.)	ACC 102 Managerial Accounting
	ACC 101 Financial Accounting	ENG 102 Texts and Contexts
	ENG 101 Craft of Language (or AP credit)	MGT 110 or 120 or First Year Seminar
	First Year Seminar or MGT 110 or 120	ECN 101 Microeconomics
	Math Beauty	Foreign Language
	Foreign Language	INT 151 Inequality in Amer. Soc (1 Cr./Rec.)
SOPHOMORE YEAR	MKT 201 Principles of Marketing	MKT 351 The Business of Sports
	DSS 200 Artificial Intelligence in Business	DSS 220 Business Analytics
	DSS 210 Business Statistics	FIN 200 Introduction to Finance
	HIS 154 Forging the Modern World	PHL 154 Moral Foundations
	Theology Signature Core (THE 153, 154, or 155)	Religious Difference
JUNIOR YEAR	MKT 353 Sports Marketing	MKT 352 Sports Law
	ECN 102 Macroeconomics [ILC 1]	MKT 202 Marketing Research
	Faith and Reason	Integrated Learning Course [ILC 2]
	MGT Legal Environment of Business I	Philosophical Anthropology
	ELECTIVE	ELECTIVE
SENIOR YEAR	MKT 355 Sports Selling and Sales	BUS 495 Business Strategy (either semester)
	Laboratory Science (or 1st non-lab science)	Sports MKT Upper Level Elective
	Fine Arts/Literature	Integrated Learning Course [ILC 3]
	ELECTIVE	ELECTIVE (or 2nd non-lab science)
	ELECTIVE	ELECTIVE

- DSS 100 Excel Competency is a one credit online course that must be completed by the end of freshman year. The course is offered in fall and spring semesters and is a pre-requisite for ACC 102 and DSS 200.
- DSS 210 is a pre-req for DSS 220 and should be taken first, DSS 200 is not and can be taken either semester.
- **Integrative Learning Courses:** 1) ECN 102 Macroeconomics, 2-3) Select two additional courses from ECN (except ECN 101 and ECN 102), PSY, or SOC or PHL 326, ENG 363, ENG 206, ENG 263
- To satisfy the natural science requirement, the student may take either one-credit laboratory course or two 3-credit non-laboratory courses. If choosing the 2 semester option, the second course replaces an elective.
- **Overlays:** In selecting courses, all students are required to identify courses that meet the overlay requirements in the areas of 1) Diversity, Globalization or Non-Western Area Studies, 2) Ethics Intensive and 3) Writing Intensive. Students in the Class of 2025 forward must also complete an additional Diversity overlay (4th overlay). Many of the courses already in your schedule may cover these overlays.