

Saint Joseph's University

BS in Business Administration - Sports Marketing Major Curriculum Requirements

Co-op Sequence

Name _____

ID # _____

General Education Program (GEP)

Signature Courses

1.		First Year Seminar (XXX 150)	
2.		PHL 154 Moral Foundations	
3.		Theology Signature Core (THE 153, THE 154, or THE 155 will fulfill the req.)	
4.		ENG 102 Texts and Contexts	
5.		HIS 154 Forging the Modern World	
6.		Faith and Reason Course (pre-reqs: THE 154 and PHL 154)*	
		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.		Art, Music/Theater/Film, or Literature	
8.		Math (Beauty)	
9.		Natural Science GEP (1 Lab course OR 2 Non-Lab courses)	
10.		Non-native Language (Based on Language Placement)	
11.		Non-native Language (Based on Language Placement)	
12.		ECN 101 Microeconomics	
13.		PHL Anthropology (Pre-req: PHL 154)	
14.		Religious Difference (THE/REL)	
15.		English 101: Craft of Language	

Integrative Learning Courses (3 courses)

16.		ECN 102 Macroeconomics	
17.		See Catalog for a list of options	
18.		See Catalog for a list of options	

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.)

		Writing-Intensive (Pre-req: ENG 101)	
		Ethics-Intensive (pre-req: PHL 154)	
		Diversity/Global/Non-Western	
		Diversity (Class of 2025 forward only)	

Business Core Requirements

(10 courses + DSS100)

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

Marketing Major Courses

29.		MKT 351 The Business of Sports	
30.		MKT 352 Sports Law	
31.		MKT 353 Sports Marketing	
32.		MKT 355 Sports Selling and Sales	
33.		MKT 202 Marketing Research	
34.		Sports MKT Upper Level Elective See catalog for options	

Electives (A minimum of 18 elective credits required.)

35.		Free Elective	
36.		Free Elective	
37.		Free Elective	
38.		Free Elective	
39.		Free Elective	
40.		Free Elective (or 2nd non-lab science)	

(updated January 2022)

Department Contact information

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Major Notes:

- 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.

Typical Course Sequence (*See next page for a typical course sequence*)

Typical Course Sequence - Sports Marketing Major Co-op Sequence

This Course Sequence is based on the courses offered in the summer session. Summer courses are subject to change.

	Fall	Spring	Summer
FIRST YEAR	DSS 100 Excel Competency	INT 151 Inequality in Amer. Soc	DSS 200 Artificial Intelligence in Business
	ACC 101 Financial Accounting	ACC 102 Managerial Acct	DSS 210 Business Statistics
	ENG 101 Craft of Language	ENG 102 Texts & Contexts	PHL 154 Moral Foundations
	First Year Seminar	MGT 110 or MGT 120	MKT 201 Prin. of Marketing
	Math Beauty	ECN 101 Microeconomics	FIN 200 Intro to Finance
	Foreign Language	Foreign Language	
SOPHOMORE YEAR	WORK	MKT 351 Business of Sports	ECN 102 Macroeconomics
		DSS 220 Business Analytics	Philosophical Anthropology
		Theology Signature Core (THE 153, 154, or 155)	HIS 154 Forging the Mod World
		Laboratory Science	MGT 360 Legal Env of Business
		ELECTIVE	Religious Difference
JUNIOR YEAR	MKT 353 Sports Marketing	WORK	WORK
	MKY 202 Marketing Research		
	Faith & Reason		
	Integrated Learning Course[#2]		
	ELECTIVE		
SENIOR YEAR	MKT 352 Sports Law	MKT --- Sports MKT Elective	
	MKT 355 Sports Selling & Sales	BUS 495 Business Strategy	
	Fine Arts/Literature	Integrated Learning Course [#3]	
	ELECTIVE	ELECTIVE	
	ELECTIVE	ELECTIVE	

