SPORTS MARKETING MAJOR

There are few better places to study Sports Marketing than a sports city like Philadelphia, which boasts four major sports franchises, the City Six College basketball rivalry, as well as a number of smaller private teams like the Philadelphia Union.

The Marketing Department at Saint Joseph's University provides a rigorous education in the theory and practice of marketing while also providing opportunities to investigate more thoroughly the sports-related aspect of the field so that students can succeed and thrive in today's ever-changing and competitive sports.

Sports Marketing courses at SJU are taught by industry experts, with guest lectures by current industry professionals. In addition to comprehensive courses in Business of Sports, Sports Marketing and Sports Analytics, each Sports Marketing major is encouraged to have an internship, as internships are essential to breaking into this highly competitive industry. Internships help students to gain real-world experience and contacts before they graduate so they are best prepared to anticipate and meet the needs of this exciting and dynamic industry.

Learning Goals and Outcomes

Goal 1: Functional Sports Marketing Skills:

> **Outcome 1.1:** Students will gain knowledge of specialized terminology, the structure and operations of the professional and amateur sports industry and the organizations that comprise the industry, from both an historical and contemporary perspective.
>
> **Outcome 1.2:** Students will gain a keen understanding of the difference between *marketing of sports* (events and properties) and *marketing through sports* (building brands via alignment with a sports property) by conducting research which will enhance their knowledge of the critical role that fan affinity plays in the marketing of and through sports.

Goal 2: Critical Thinking and Problem Solving

> **Outcome 2.1:** Students will be able to identify and critically analyze the application of select intellectual property laws, vital to monetizing sports business activities and protecting the significant revenue stream in the sports industry.

Goal 3: Ignatian Values

> **Outcome 3.1:** Students will gain knowledge of and develop proficiencies for utilizing compelling and ethical techniques for selling sports as a product.

Goal 4: Communication Skills

> **Outcome 4.1:** Students will demonstrate clear and persuasive oral and written communication skills.

Requirements

The traditional undergraduate programs includes a minimum of 120 credits distributed across three components: A General Education component divided into Signature Courses, Variable Courses, and an Integrative Learning requirement; a Major and Divisional component; and Free Electives. In addition to course requirements as specified in each area, students must complete one certified course in each of the following overlay areas[1]:

1. *Diversity, Globalization or Non-western Area Studies,*
2. *Ethics Intensive*
3. *Writing Intensive, and*
4. *Diversity*

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Overlay requirements are part of the 120 credit requirements

General Education Signature Courses

See this page about Signature courses (https://academiccatalog.sju.edu/curricula/#signature).

General Education Variable Courses

See this page about Variable courses (https://academiccatalog.sju.edu/curricula/#variable). Six to Nine courses

General Education Overlays

See this page about Overlays (https://academiccatalog.sju.edu/curricula/#overlay).

General Education Integrative Learning Component

See this page about Integrative Learning Component (https://academiccatalog.sju.edu/curricula/#integrative-learning). Three courses:

Code	Title	Hours
ECN 102	Introductory Economics Macro	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)		6
PHL 326	Philosophy of Sports	

Free Electives

Six courses

Business Foundation

Ten courses, including:

Code	Title	Hours
ACC 101	Concepts of Financial Acct	3
ACC 102	Managerial Accounting	3
DSS 100	Excel Competency	1
DSS 200	Intro to Information Systems	3
DSS 210	Business Statistics	3
DSS 220	Business Analytics	3
FIN 200	Intro to Finance	3
or FIN 225	Fund of Quantitative Finance	
MGT 110	Essent'ls of Organzational Beh	3
or MGT 120	Essentials of Management	
MGT 360	Legal Environment of Business	3
MKT 201	Principles of Marketing	3
BUS 495	Business Strategy [1]	3
or ACC 423	Accounting Control Systems	
Total Hours		**31**

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Accounting Majors can choose between ACC 423 and BUS BUS 495

Major Requirements

All Sports Marketing majors should take Business of Sports (MKT 351) as their first Sports Marketing course. The second course you should take is Sports Marketing (MKT 353) which is a pre-req/co-req for other SPMKT courses. The major requires six courses as follows:

Code	Title	Hours
MKT 202	Marketing Research	3
MKT 351	Business of Sports	3
MKT 352	Sports Law	3
MKT 353	Sports Marketing	3
MKT 355	Sports, Selling, & Sales	3
Select (1) upper-level Sports Marketing elective: Students are strongly recommended to take an internship course (MKT 490 or MKT 497).		3
Total Hours		**18**