

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

Cornerstone Core Curriculum Requirements

Consist of 14 core and 2 overlay requirements. See below for additional detailed information on each of these requirements.

Code	Title	Hours
First Year Course Requirements		
ENG 101	Craft of Language	3
World History Course Area		3
Philosophy Requirements		
Either Level One or Level Two (but not both) -- must be Ethics designated. If approved, philosophy courses may count for a student's Writing Intensive overlay. Students may not double-count the same course as Philosophy Level Two and as a Mission Overlay course.		
Philosophy Level One		3
Philosophy Level Two		3
Theology & Religious Studies Requirements		
If approved, Theology & Religious Studies courses may count for a student's Writing Intensive overlay. Students may not double-count the same course as CCC Theology and as a Mission Overlay course.		
Theology		3
Religious Studies		3
Diversity & INT 151 Requirements		
A student's Diversity course may not count for any other CCC course area requirement or as their Mission Overlay course. If approved, Diversity courses may count for a student's Writing Intensive Overlay requirement. INT 151 may not count for any other CCC requirements. This course must be taken in the first two years		
Diversity		3
INT 151	Inequality in American Society	1
Math & Natural Science Requirements		
If approved, Math & Natural Science Requirements may count toward overlay requirements.		
Mathematics		3-4
Natural Science		4
Social Science Requirement		3
If approved, such Social Science Requirement may count toward a student's overlay requirements.		
Non-Native Language Requirement		3-4
A single Non-Native Language course may not count as an overlay course but a second language course fulfills a student's Mission Overlay requirement.		
Literature Requirement		3
If approved, Literature courses may count toward a student's overlay requirements.		
Fine and Performing Arts, Creativity, and Design Requirement		3
If approved, Fine and Performing Arts, Creativity, and Design courses may count toward a student's overlay requirements.		
Overlay Requirements		
Writing-Intensive		3
If approved, Writing-Intensive courses may double count as major courses, minor courses, electives, or as any CCC course area requirement except for the first-year courses (World History and Rhetoric and Composition).		
Mission-Overlay		3

Mission Overlay courses may double count as major courses, minor courses, elective courses, or any of the following CCC course areas: Fine and Performing Arts, Creativity, and Design, Literature, Mathematics, Natural Science, or Social Science.

Total Hours **47-49**

Recommended CCC Courses

Code	Title	Hours
Diversity		
MKT 351	Business of Sports	

Business Foundation

Code	Title	Hours
ACC 101	Concepts of Financial Acct	3
ACC 102	Managerial Accounting	3
DSS 100	Excel Competency	1
DSS 200	AI in Business	3
DSS 210	Business Statistics	3
DSS 220	Business Analytics	3
ECN 102	Introductory Economics Macro	3
FIN 200	Intro to Finance ¹	3
or FIN 225	Fund of Quantitative Finance	
MGT 110	Essent'ls of Organizational 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	3
Total Hours		34

¹ ECN 101 is a prerequisite for FIN 200 and may count towards the Cornerstone Core Curriculum Social Science requirement.

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
MAT 120	Precalculus (or above, except MAT 118, MAT 128 or MAT 148. Will count for CCC: Mathematics)	3

Select (1) upper-level Sports Marketing elective: Students are strongly recommended to take an internship course (MKT 490 or MKT 497).

MKT 304	Principles of Selling	
MKT 308	Marketing Analytics	
MKT 312	Selling and Sales Management	
MKT 314	Social Media Marketing	
MKT 316	Digital Marketing	

MKT 317	Fashion Marketing	
MKT 321	Advertising	
MKT 324	Public Relations and Publicity	
MKT 325	Fundamentals of Graphic Design	
MKT 327	Global Mktg Communications	
MKT 331	International Marketing	
MKT 350	Event Marketing	
MKT 354	The Business of Baseball	
MKT 362	Digital Media in Sports	
MKT 363	Sports Analytics	
MKT 364	Sports Marketing Communication	
MKT 365	eSports	
MKT 370	Spec Topics:Sports Marketing	
MKT 490	Internship in Marketing I	
MKT 497	Sports Marketing Internship	

Total Hours **21**

Free Electives

Six courses. Graduation requires 120 credits. Any credits necessary to reach that number outside of the CCC and major requirements are considered free electives.

Typical Course Sequence

Course	Title	Hours
First Year		
Fall		
DSS 100	Excel Competency	1
ACC 101	Concepts of Financial Acct	3
MGT 110	Essent'ls of Organizational Beh (or Theology)	3
or MGT 120	or Essentials of Management	
Non-Native Language or Mathematics		3-4
ECN 101	Introductory Economics Micro	3
or ECN 102	or Introductory Economics Macro	
ENG 101	Craft of Language (or World History)	3
Hours		16-17

Spring		
ACC 102	Managerial Accounting	3
ENG 101	Craft of Language (or World History)	3
Mathematics or Non-Native Language		3-4
ECN 102	Introductory Economics Macro	3
or ECN 101	or Introductory Economics Micro	
INT 151	Inequality in American Society	1
Hours		13-14

Sophomore		
Fall		
DSS 200	AI in Business	3
DSS 210	Business Statistics	3
MKT 201	Principles of Marketing	3
Philosophy Level One		3
Free Elective		3
Hours		15

Spring		
MKT 351	Business of Sports	3
DSS 220	Business Analytics	3
FIN 200	Intro to Finance	3
Philosophy Level Two		3
Free Elective		3
Hours		15

Junior		
Fall		
MKT 353	Sports Marketing	3
MGT 360	Legal Environment of Business	3
Religious Studies		3
Free Electives		6
Hours		15
Spring		
MKT 352	Sports Law	3
MKT 202	Marketing Research	3
Natural Science		4
Free Electives		6
Hours		16
Senior		
Fall		
MKT 355	Sports, Selling, & Sales	3
Fine & Performing Arts, Design & Creativity		3
Major Elective		3
Free Electives		6
Hours		15
Spring		
BUS 495	Business Strategy	3
Literature		3
Free Electives		6-9
Hours		12-15
Total Hours		117-122