

**The University of South Dakota**  
**Major Credit Hour count: 38**  
**Major: Sport Marketing & Media, B.A.**

[2021-2022 Academic Catalog]

**First Year - 1st Semester**

ENGL 101 Composition I  
 Mathematics  
  
 Elective in Major  
 Foreign Language: 101  
 Social Science

SGR/Major Requirement	Cr Hrs
SGR 1	3
SGR 5	3
Major	3
SGR 4+BA	4
SGR 3	3

**Semester Credit Hours: 16**

**Second Year - 1st Semester**

MCOM 370 Advertising Principles\* or Elective  
 Natural Science  
 Social Science  
 Fine Arts  
 Internship or Practicum\*\*

SGR/Major Requirement	Cr Hrs
Major	3
SGR 6	4
SGR 3	3
SGR 4	3
Major	1

**Semester Credit Hours: 14**

**Third Year - 1st Semester**

KSM 450 Sport Facility & Event Mgmt or MCOM 440  
 Event Marketing & Management  
 Elective in Major  
 Additional Social Science/Humanities  
 Minor

SGR/Major Requirement	Cr Hrs
Major	3
Major	3
BA	3
BA	6

**Semester Credit Hours: 15**

**Fourth Year - 1st Semester**

MCOM 444 Sport Marketing & Media  
 Elective in Major  
 Minor  
 Elective

SGR/Major Requirement	Cr Hrs
Major	3
Major	3
BA	3
	6

**Semester Credit Hours: 15**

**First Year - 2nd Semester**

ENGL 210 Introduction to Literature  
 Foreign Language: 102  
 MCOM 243 Public Relations Principles\* or Major  
 Elective  
 MCOM 244 Intro to Sport Marketing & Media  
 CMST 101 Fundamentals of Speech

SGR/Major Requirement	Cr Hrs
BA	3
BA	4
Major	3
Major	3
SGR 2	3

**Semester Credit Hours: 16**

**Second Year - 2nd Semester**

Elective in Major  
 Natural Science  
 Advanced Composition  
 Internship or Practicum \*\*  
 Additional Social Science/Humanities

SGR/Major Requirement	Cr Hrs
Major	3
SGR 6	4
SGR 1	3
Major	1
BA	3

**Semester Credit Hours: 14**

**Third Year - 2nd Semester**

Elective in Major  
 Minor  
 Elective

SGR/Major Requirement	Cr Hrs
Major	6
BA	6
	3

**Semester Credit Hours: 15**

**Fourth Year - 2nd Semester**

MCOM 402 Media Law/Ethics or  
 KSM 486 Sport Law  
 Minor  
 Elective

SGR/Major Requirement	Cr Hrs
Major	3
BA	3
	9
	0

**Semester Credit Hours: 15**

**Total Major Requirements 120**

**Notes:** \*Take either MCOM 243 or MCOM 370. If both, one course satisfies a required course & the other satisfies an elective.  
 \*\*Practicum credits from the MCOM prefix. Internship credits from the following prefixes: BADM, KSM, MCOM and SPCM.