



**MARYVILLE**  
UNIVERSITY

## RAWLINGS SPORT BUSINESS MANAGEMENT - MARKETING

Minimum of **120** credit hours required for a Bachelor of Science degree.

Last **30** credit hours must be from Maryville University

NAME: \_\_\_\_\_ REVIEWER: \_\_\_\_\_ DATE: \_\_\_\_\_

I. MCORE (36 Hours)	Credits	SEM/YR	Grade	Notes
<b>A. Social Discovery (6)</b>				
CORE 101: Discovering Community	3			
Student Choice	3			
CORE 401: Senior Capstone				In Major: SPTM 445
<b>B. Civic Discovery (6)</b>				
CORE 201: Discovering the Nation	3			
Student Choice	3			
<b>C. Cultural Discovery (6)</b>				
CORE 301: Discovering the World	3			
Student Choice	3			
<b>D. Creative Discovery (9)</b>				
COMP 104: Writing Across the Disciplines II	3			
Student Choice	3			
Student Choice	3			
<b>F. Scientific Discovery (9)</b>				
CORE 102: Everyday Data	3			
Student Choice	3			
Student Choice	3			
<b>II. Major Requirements (84 Hours)</b>	<b>Credits</b>	<b>SEM/YR</b>	<b>Grade</b>	<b>Notes</b>
COMP 101 Writing Across the Disciplines I	3			
MATH 116 Intermediate Algebra	3			
MATH 117 College Algebra or higher	3			
Electives	6			
MGMT 221 Management in Action	3			
BUS 150 Business Communications	3			
ACCT 210 Financial Accounting	3			
ACCT 211 Managerial Accounting	3			
ECON 203 Principles of Economics	3			
BUS 241 Business Statistics	3			
BUS 280 Business Law I	3			
MKT 360 Principles of Marketing	3			
FIN 312 Principles of Finance	3			
BUS 314 Operations Management	3			
BUS 491 Business Strategy	3			
SPTM 210 - Sport Business Management	3			
SPTM 380 - Legal Aspects of Sport Business Management	3			
SPTM 415 - Rawlings- Sport Marketing	3			
SPTM 420 - Sport Finance	3			
SPTM 445 - "Rawlings"; Advanced Application of Sport Business	3			CORE 401: CAPSTONE
SPTM 499 - Sport Management Internship (or SPTM 435/SPTM 440)	3			
<b>Sports Marketing Concentration</b>				
SPTM 250 - Rawlings Market Research and Development	3			
SPTM 300 - Missouri Valley Conference Event and Facility Management	3			
SPTM 375 - Peak Sports- Corporate Sponsorship	3			
SPTM 385 - Peak Sports- Promotions	3			
SPTM 400 - Intro to Sport Business Data Analytics	3			
SPTM 425 - St Louis Cardinals Selling in the Business of Sport	3			
<b>Degree Total</b>	<b>120</b>			

## SAMPLE COURSE PLAN

This is an example of the sequence of course work to complete this major.

Fall of Freshman Year	Credits	Spring of Freshman Year	Credits
CORE 101: Discovering Community	3	CORE 201: Discovering the Nation	3
COMP 101 Writing Across the Disciplines I	3	COMP 104: Writing Across the Disciplines II	3
CORE 102: Everyday Data	3	MATH 116 Intermediate Algebra	3
SPTM 210 - Sport Business Management	3	BUS 150 Business Communications	3
MCORE - Student Choice	3	SPTM 250 - Rawlings Market Research and Development	3
Total 15		Total 15	
Fall of Sophomore Year	Credits	Spring of Sophomore Year	Credits
CORE 301: Discovering the World	3	SPTM 380 - Legal Aspects of Sport Business Management	3
MATH 117 College Algebra or higher	3	SPTM 415 - Sport Marketing	3
MKT 360 Principles of Marketing	3	ACCT 210 Financial Accounting	3
BUS 280 Business Law I	3	BUS 241 Business Statistics	3
SPTM 300 - Missouri Valley Conference Event and Facility Management	3	MCORE - Student Choice	3
Total 15		Total 15	
Fall of Junior Year	Credits	Spring of Junior Year	Credits
SPTM 375 - Corporate Sponsorship	3	SPTM 385 - Sport Promotions	3
MGMT 221 Management in Action	3	SPTM 499 - Sport Management Internship (or SPTM 435/SPTM 440)	3
ACCT 211 Managerial Accounting	3	FIN 312 Principles of Finance	3
ECON 203 Principles of Economics	3	MCORE - Student Choice	3
MCORE - Student Choice	3	MCORE - Student Choice	3
Total 15		Total 15	
Fall of Senior Year	Credits	Spring of Senior Year	Credits
SPTM 400 - Intro to Sport Business Data Analytics	3	In Major: SPTM 445 "Rawlings"; Advanced Application of Sport Business	3
SPTM 425 - Selling in the Business of Sport	3	SPTM 420 - Sport Finance	3
BUS 314 Operations Management	3	BUS 491 Business Strategy	3
MCORE - Student Choice	3	MCORE - Student Choice	3
Elective	3	Elective	3
Total 15		Total 15	

Notes: