

New SM Curriculum:

The following four-year plan shows courses required to complete an SM degree, including LSA courses required in Year 1. This proposal includes 19 courses in SM and a required 6-credit internship experience. Students will complete 63 in-house credits: 11 credits in Level 1 and 52 credits in Level 2.

4-Year SM Curriculum Plan

Year 1	Year 2	Year 3	Year 4
Psych 111 or 112 (4 cr) (LSA)	SM 217 Business Communications (3 cr)	SM 332 Organizational Behavior (3 cr)	SM 499 Strategy – as capstone course
FYWR or ENG 125 (4 cr) (LSA)	SM 238 Finance/Accounting (3 cr)	SM 333 Legal and Ethical Issues in Sport (3 cr)	SM 403 Required Internship (6 cr) to be completed any time in Level 2, may be completed in multiple experiences
STATS 250 or SOC 210 (4 cr) (LSA)	SM 241 Economic and Policy Issues in Sport (3 cr) SM	Concentration Course	Concentration Course
ECON 101 (4 cr) (LSA)	249 Research Methods (4 cr)	Concentration Course	Concentration Course
SM 101 Public & Small Group Communication (3 cr)	SM 246 Marketing (3 cr)	Concentration Course	Concentration Course
SM 111 Historical & Sociological Issues in Sport & Fitness (3 cr)		Concentration Course	
SM 203 Introduction to Sport Management (3 cr)			
SM 100 Freshmen Seminar (2 cr)			

Path 1: Sport Marketing & Management Students in this concentration must take three electives from column one, two from column three, and one from column two. The remaining one elective may be taken from any column. This concentration explores specific themes, including marketing, management, social enterprise, leadership, entrepreneurship, and socio cultural factors, influencing the business of sport.	Path 2: Sport Policy & Analytics Students in this concentration must take three electives from column two, two from column three, and one from column one. The remaining one elective may be taken from any column This concentration focuses on data analytics and business development in sport, specifically in relation to finance (e.g., properties, venues, and real estate, etc.), Economics (e.g., economic impact of sport venues, competitions, organizations, etc.), and policy issues relevant to hosting major sport competitions.	Courses that Count for Both Concentrations The following courses can be taken to fulfill credits in either concentration path as their content focuses on marketing, management, data analytics, business development, Economics, and policy issues in sport.
SM 313 Non-Profit Management	SM 313 Economics of College Sport	SM 439 Sponsorship-Linked Marketing
SM 421 Gender & Sport	SM 331 Sport Economic Policy	SM 440 Sport, Economic Development and Urban Revitalization
SM 431 Sport & the Media	SM 433 Sport & Public Policy	SM 445 Sport Tourism
SM 432 Human Resource Management	SM 438 Sport Economics Policy	SM 447 Sport Marketing Analytics
SM 435 Sport & the Consumer	SM 313 Sport Real Estate: Facility Financing and Development	SM 313 Geographic Information Systems for Marketing
SM 436 Race Relations, Cultural Images, & Sport	SM 313 Monetizing Sport	SM 313 Business Development in Sport
SM 437 Psychological Aspects of Sport & Exercise	SM 313 Detroit Olympics	
SM 444 Sales Management for the Sport Industry	SM 313 Global Soccer and Major League Soccer	
SM 446 Brand Strategy & Advertising Campaigns	SM 451 Sport Analytics: Team Performance	
SM 470 Independent Study (1-3 cr)	SM 470 Independent Study (1-3 cr)	

*SM 317 Career Planning (2 cr) and SM 402 Teaching Assistant (1-2 cr) may be taken as “free” elective credits. Students may choose up to 3 credits of free electives towards their concentration; additional elective credits may be taken to fulfill the 120 needed to graduate.