SEM Communication Core (20 credits):
COM 1110 – Human Communication
COM 1111 – Mediated Communication Systems
Internship, Travel Study, Undergrad Research
SMG 3040 – Sport Law (SMG track) OR BUA 3050 Business Law (EMG track)

4 credits from the following courses:
COM 2225 – Foundations of Strategic Communication
COM 3345 – Social Media

Track A – Sport Management (32 credits)
SMG 1010 – Introduction to Sport Management
SMG 2100 – Sport Marketing
SMG 2200 – Sport Facility Management
SMG 3010 – Governance of Sport Organizations
SMG 3020 – Sport in Society
SMG/WGS 3030 – Gender Issues in Sport
SMG 4999 – Senior Seminar in Sport Management

4 credits from the following courses:
EMG 1200 – Introduction to Event Management
EMG 2881 – Special Topics
EMG 3400 – The Rhetoric of Event Management

Track B – Event Management (34 credits)
EMG 1200 – Introduction to Event Management
EMG 2300 – Event Operations
EMG 2885 – Practicum in Event Planning (2 credits)
EMG 3200 – Event Marketing and Sponsorship
EMG 3400 – The Rhetoric of Event Management
EMG 4400 – Senior Seminar in Event Management

4 credits from the following courses:
SMG 3020 – Sport in Society
SMG 3030 – Gender Issues in Sport
8 credits from the following courses:
COM 2204 – Media and Popular Culture Studies
EMG 2881 – Special Topics
ACC 2010 – Financial Accounting
MKT 2110 – Principles of Marketing
MKT 3180 – Marketing Communication
MKT 4100 – Social Media Marketing Strategy
MUS 3620 – History of Pop Music (2 credits) AND MUS 3800 – Music Business (2 credits)
MGT 2220 – Principles of Management and Organizational Behavior
MGT 3200 – Project Management
MGT 3500 – Service Management
NPL 1250 – Nonprofit Organizations and the Voluntary Sector
NPL 3250 – Program Design, Management, and Evaluation