

# SPORT MANAGEMENT

COMMUNICATION

This major is 48 credits • *2018-2019 Catalog Year*

*Revised: 07-20-2018*

## CAREERS & POST-GRADUATE WORK

Recent Heidelberg graduates with this degree are doing ...

- MBA Heidelberg
- Marketing
- Public Relations Director

### MAJOR ACADEMIC PLAN (MAP): A SAMPLE 4-YEAR PLAN

This MAP is a guide for students preparing for course selections. This is a suggested schedule. Actual course selections should be made with the advice of your advising specialist or faculty advisor. For course descriptions, pre-requisites, and rotations (e.g., fall or spring only classes, classes taught in alternate years), consult the Heidelberg University Undergraduate Catalog.

#### FIRST-YEAR FALL

Course	Prerequisites	Hrs	Notes
HEI 101: Advise, Inspire, Mentoring Program		1	Required of all first-year students.
WRI 101: College Writing II		3	
MED 156: Media & Culture		3	
Math Course 100 level and above	Placement	3	<b>Mathematics Placement Assessment</b> score determines placement in MTH courses and eligibility for non-MTH Quantitative Literacy (Q) courses.
General Education/Honors Support Courses		5	
<b>Total Credits:</b>		<b>15</b>	

#### FIRST-YEAR SPRING

Course	Prerequisites	Hrs	Notes
HEI 102: Advise, Inspire, Mentoring Program	HEI 101	0	Required of all first-year students.
MTH 219: Statistics II	MTH 119	3	
COM 100: Public Speaking & Engagement		3	
General Education/Honors Support Courses		9	
<b>Total Credits:</b>		<b>15</b>	

#### SECOND-YEAR FALL

Course	Prerequisites	Hrs	Notes
MED 205: Media Writing		3	
ECO 251: Principles of Microeconomics	Sophomore Standing	3	
ESS 211: History of Sports & Fitness		2	
General Education/Honors Support Courses		7	Consider completing the <b>Foreign Language Requirement</b> : Students not in the Honors Program must complete a foreign language to the 102-level or equivalent. Placement is based on the Foreign Language Assessment and some students may need to begin at the 101-level.
<b>Total Credits:</b>		<b>15</b>	

## SECOND-YEAR SPRING

Course	Prerequisites	Hrs	Notes
ACC 201: Financial Accounting	Sophomore Standing & completion of 1 college-level math course	3	
ESS 230: Intro to Sports Management		2	
COM/MED Elective		3	Choose from pick list on final page.
General Education/Honors Support Courses		7	
<b>Total Credits:</b>		<b>15</b>	

## THIRD-YEAR FALL

Course	Prerequisites	Hrs	Notes
ESS 203: Coaching Techniques <b>OR</b> ESS 204-209: Teaching of a Sport		2	Students must select any 2 hours from ESS 204-209
COM/MED Elective		3	Choose from pick list on final page.
General Education/Honors Support Courses		10	
<b>Total Credits:</b>		<b>15</b>	

## THIRD-YEAR SPRING

Course	Prerequisites	Hrs	Notes
ESS 302: Administration & Organization of Physical Education	Junior/Senior Standing, COM 100, WRI 101	2	
ESS 303: Facility & Event Management	Junior Standing, ESS 211	2	
ESS 315: Legal Aspects of Sports	Junior Standing, ESS 211	2	
ESS 316: Sport & Society	Junior Standing, ESS 211	2	
COM/MED Elective		3	Choose from pick list on final page.
General Education/Honors Support Courses		4	
<b>Total Credits:</b>		<b>15</b>	

## FOURTH-YEAR FALL

Course	Prerequisites	Hrs	Notes
COM/MED Elective		3	Choose from pick list on final page.
General Education/Honors Support Courses		15	
<b>Total Credits:</b>		<b>15</b>	

## FOURTH-YEAR SPRING

Course	Prerequisites	Hrs	Notes
ESS 490: Capstone	Senior Standing, COM 100, WRI 101	1	
COM/MED Elective		3	Choose from pick list on final page.
General Education/Honors Support Courses		11	
<b>Total Credits:</b>		<b>15</b>	

## COMMUNICATION/MEDIA PICK LIST: ELECTIVES

Choose 5 courses. Three MUST be at the 200 level and above

- COM 204: Group Communication & Leadership
- COM 209: Visual Communication
- COM 311: Organizational Communication
- COM 350: Persuasion
- MED 161: Media Focus: Film
- MED 162: Media Focus: Television
- MED 163: Media Focus: Online Media
- MED 164: Media Focus: Advertising & Public Relations
- MED 171: Digital Storytelling
- MED 304: Public Relations
- MED 357: Media Management