

Sports Business Analytics Track (Marketing Focus)

Marketing major with concentrations in data analytics and sports marketing.

Freshman Year = Students take Samford University undergraduate core curriculum (see Samford catalog).

Sophomore Year = Students take Pre-Business Core in the Brock School of Business including Data 200, Data 201, Econ 201, Econ 202, Acct 211, Acct 212, BUSA 100 & BUSA 200. Students must then apply for admission into the sports marketing program and gain acceptance in order to pursue the Sports Business Analytics Track.

<u>Fall Junior Year</u>	<u>Spring Junior Year</u>	<u>Summer</u>
BUSA 252	DATA 401	MARK 493
MNGT 303	DATA 403	
MARK 301	MNGT 342	
DATA 301	FINC 321	
MARK 311		

<u>Fall Senior Year</u>	<u>Spring Senior Year</u>
MARK 414	MNGT 481
MARK 431	MNGT 400
DATA 402	BUSA 471
MARK 405	MARK 416
	DATA 499

Note: Students are required to complete an internship in the [Center for Sports Analytics](#) at Samford University during their junior year. Students wishing to pursue a career in Sports Marketing Analytics will complete an internship revolving around dynamic ticket pricing, fan engagement/loyalty analytics, sponsorship ROI evaluation, social media data related to sports, or other sports marketing analytics topics.

Students are also required to complete a sports marketing internship (MARK 493) with an outside sports team and/or property during their senior year. Previous students have completed internships/projects for Nike, Dallas Cowboys, and FC Bayern Munich.