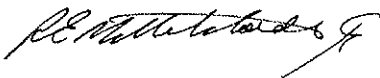


Approved by the W. P. Carey School's Faculty Council on September 19, 2012

Dean's Approval:  \_\_\_\_\_ Date: 9-20-2012  
Robert E. Mittelstaedt, Dean

**DEFINITION**

*These are the minimum requirements for approval. Individual undergraduate concentrations may have additional requirements.*

A concentration is a formalized selection of courses within a major.

An undergraduate concentration:

- Requires a minimum of 15 semester hours of which at least 9 semester hours must be upper division. Specialized concentrations (e.g. BIS Concentrations) may have additional or different requirements.
- Is offered by a single unit and is intended exclusively for students pursuing that particular major. If a concentration consists of courses from more than one college the approval of each college Dean is required.

**PROPOSAL PROCEDURES CHECKLIST**

Before academic units can advertise undergraduate concentrations or include them in their offerings as described in the university catalogs, they must be recommended for approval by the Curriculum and Academic Programs Committee and approved by the Executive Vice President and Provost.

A complete proposal should include:

- 1. A supporting letter from the chair of the academic unit verifying that:
  - The proposed concentration has been reviewed and has received faculty approval through appropriate governance procedures in the unit.
  - The unit has the resources to support the concentration as presented in the proposal, without impacting core course resources.
- 2. A supporting letter from the office of the supervising dean verifying that the concentration has been reviewed and has received approval through appropriate governance procedures in the college. Signature on approved document.
- 3. A supporting letter from each college/school dean from which individual courses, or the entire concentration, are taken.
- 4. A statement concerning demand for the program (student/community/market).
- 5. A description of the requirements for this concentration. Be specific in listing required courses and specify the total minimum number of hours required for the concentration.
  - Are any new courses required? If so, provide course syllabi and Proposal for Curriculum Action forms.
- 6. A list of the primary faculty participants.
- 7. A minimum residency requirement: How many hours of the concentration must be ASU credit?
- 8. Please prepare and attach a Major Map.
- 9. A completed Appendix document. This information is to be used during the implementation phase to ensure this program appears correctly and completely on Degree Search.
- 10. Attach other information that will be useful to the review committees and the Office of the Provost.

**From:** Beth Walker  
**Sent:** Friday, September 07, 2012 11:16 AM  
**To:** Kay Faris  
**Subject:** BA Sports and Media Studies-Memorandum of Verification

**MEMORANDUM OF VERIFICATION**  
**September 7, 2012**

This is to verify that the Proposal for a Bachelor of Arts in Business with a Concentration in Sports and Media Studies has been reviewed by the W. P. Carey Department of Marketing's Undergraduate Curriculum Committee, in accordance with the Department's By-Laws, Section VII, Department Committees. In a meeting on August 14, 2013, this committee approved the B.A. in Business Sports and Media Studies Concentration proposal. The Marketing Department's Undergraduate Curriculum Committee consists of Professor Amy Ostrom, Professor John Eaton, and Professor Michael Mokwa, who have been appointed by the department chair to assist in the development of the department's curricular programs. In addition, the B.A. in Business – Sports and Media Studies Concentration proposal was discussed with the faculty at large at the spring department faculty meeting and received conceptual approval from the department faculty at that time. The Marketing Department is confident that any additional resources can be easily secured to teach the courses involved in the B.A. in Business Concentration-Sports and Media Studies. In addition, the B.A. degree will not negatively impact the Marketing Department's core course resources to deliver this program to students.

Beth Walker  
Department Chair  
A T & T Professor of Services Marketing & Management  
Department of Marketing  
W. P. Carey School of Business  
Arizona State University  
P O Box 874106  
Tempe, AZ 85287-4106  
Voice: 480 965 6242  
Fax: 480 965 8000  
[www.wpcarey.asu.edu/marketing](http://www.wpcarey.asu.edu/marketing)



September 10, 2012

Dear Deans Hillman and Faris:

The Walter Cronkite School of Journalism and Mass Communication enthusiastically supports the creation of the new degree, BA in Sports and Media, at the WP Carey School of Business, and has the resources to support the program. Two Cronkite courses would be part of the new Carey School degree - MCO465: Sports & Media and a new course, Sports and Strategic Communication. We plan to offer Sports & Media each semester, either on the Tempe campus or as an iCourse. Students enrolled in the new degree would be able to take MCO465 immediately. Sports and Strategic Communication is being developed and will be available for students in the new degree no later than the 2013-14 academic year.

Sincerely,

A handwritten signature in black ink, appearing to read "Chris Callahan", with a long horizontal flourish extending to the right.

Christopher Callahan

## **Proposal for a Bachelor of Arts in Business Concentration (Sports and Media Studies)**

### **Summary of the Bachelor of Arts in Business Degree Program**

The Bachelor of Arts in Business is an innovative, inter-disciplinary program providing attractive concentrations that are valuable in a business context. Students in the Bachelor of Arts in Business program will take the entire W. P. Carey School of Business curriculum including a set of lower-division "skill" courses (Accounting, Computer Information Systems, Economics, Mathematics, and Statistics), the business core (Finance, Legal and Ethical Studies, Management, Marketing, and Supply Chain Management), plus courses in a specific concentration area inside or outside of the business school that we believe will be valuable in a business context. Concentration areas are designed to produce graduates who will meet market demands.

The Bachelor of Arts in Business is intended to prepare students for positions in a variety of professions where business plays an important role in ensuring success. The program will produce graduates with the capability and motivation for continued learning throughout their careers.

### **BA in Business Degree Requirements**

The B.A. in Business program consists of at least 57 hours of course work distributed between basic skill courses, business core courses, and concentration courses as shown below. Only courses in which a student receives a grade of "C" (2.00) or higher may be used to meet the degree requirements. Students must meet all prerequisites and course requirements as listed in the catalog. At least 30 hours must be ASU credit.

#### **Basic Skill Courses (24-26 hrs):**

Accounting (6 hrs): ACC 231 and ACC 241

Computer Information Systems (3 hrs): CIS 105

Economics (6 hrs): ECN 211 and ECN 212

Mathematics and Statistics (9-11 hrs): MAT 210 or MAT 270; MAT 211 or MAT 271; ECN 221

#### **Business Core (16 hrs):**

FIN 300, LES 305, MGT 300, MKT 300, SCM 300, WPC 301, International Business Course

**Concentration Courses:** 18 - 24 hours, at least 12 hours of upper-division course work and at least 12 hours must be ASU credit.

**Name of Proposed Concentration:** B.A. in Business with a concentration in Sports and Media Studies

**Number of courses required and total hours:** Six Courses; 18 Hours

**Concentration Requirements: The following 18 hours are required.**

MCO 465 Sports and Media (3 hours)

MKT 311 Sports Administration (3 hours) \*

MKT 431 Sports Facility Operations (3 hours) \*

MKT 421 Fan Behavior and Sports Communication (3 hours) \*

MKT 441 Sports Relationship Management (3 hours) \*

JMC 494 Sports Marketing and Campaigns (3 hours)

\*The courses listed above replace the following: Sports Administration (MKT 394), Sports Facility Operations (MKT 394), Fan Behavior and Sports Communication (MKT 394), Sports Relationship Management (MKT 394).

These courses have been approved by the W. P. Carey School of Business Undergraduate Curriculum Committee and by Faculty Council; currently, they are pending approval with the Provost's Office.

**Primary Faculty Participants:**

Name	Rank	Degree	Level of Involvement
John Eaton	Clinical Professor	Ph.D.	Teach foundation sports administration course; co-coordinate w/ Professor Mokwa course implementation
Michael Mokwa	Professor	Ph.D.	Co-coordinate w/ Professor Eaton course implementation; teach strategy course
David Albert	Lecturer	MBA	Teach sports management and operations course
Michael Iaquina	Faculty Associate	BA	Teach sports facility operations and fan behavior and sports communication courses

**Program Outcomes and Assessment:**

The W. P. Carey Bachelor of Arts in Business with a Concentration in Sports and Media Studies has been planned to provide students the necessary skills to build knowledge and understanding of the development of the strategic business process in sports organizations and its relationship to media. The proliferation of mass communication, including television, game systems, and social networks, has transformed sports into a highly commercialized industry and sports, in turn, continue to generate revenues for these businesses. The interaction between sports and media has led to a multitude of applications of business knowledge to these fields. The Sports and Media Studies program will offer a strong focus on applied elements of the sports industry, especially as it relates to media and its impact on the industry.

To assess learning of students in this program, writing samples from a MKT or JMC course will be reviewed to assure that students are able to demonstrate critical thinking and writing skills as well as demonstrate a depth of knowledge and understanding of sports and media studies. This program will follow the same assessment plan as the other BA concentrations in business.

**COURSES IN SPORTS AND MEDIA STUDIES**

**MKT 311. Sports Administration.** This course will be a survey of the major elements that comprise the industry of sports business. We will focus our attention on components ranging from professional sports to collegiate sports, as well as sports-related products.

**MKT 431. Sports Facility Operations.** Sport facility operations and event marketing are one of the fastest growing career fields in America. The term, "*sports facility operations*" includes the administration, coordination, and evaluation of any type of event related to sport. Examples are from local school and community sport events, not-for-profit and corporate events, intercollegiate sport programs, and amateur and professional league activities such as the Olympic Games and the Super Bowl.

The Sports Facility Operations class is designed to provide the student an opportunity to experience an actual sports event project. The project will be selected by the class, after which a strategic plan will be developed and carried out. This class will be interactive and require the student's complete participation to be successful.

**MKT 421. Fan Behavior and Sports Communication.** Sports play an integral role in the social fabric of American society. The study of fan behavior and sport communication is intended to acquaint you with what it means to be a consumer in a sports marketing context society and what, as a marketer, you need to know to develop, evaluate, and implement effective marketing strategies for fans. We will examine a wide variety of concepts and theories from the behavioral sciences and analyze their usefulness for developing marketing strategies. The primary goal of the course is for you to learn and apply your understanding of consumer behavior to analyze marketing problems in the field of sports.

**MKT 441. Sports Relationship Management.** Sports are the quintessential example of an industry that is based on relationships. It is a tight-knit industry where so many people know each other. Success in sports business relies upon relationship building – not just the success of the sports organization, but for your individual career in the sports industry. This course will teach you about selling and how to create, maintain and build relationships within the sports context. Students will gain knowledge and skill development in: choosing a sales career, attributes of a sales person, sales call preparation, value propositions, creating value for the client, team selling, questioning and listening techniques, negotiating, persuasion, and closing techniques.

**MCO 465. Sports and Media.** This course will explore the connection between sports media, journalism and society in an ethical and issue-oriented context. This is not a course strictly for journalism majors, but will help majors understand the issues and ethics of the profession, while helping non-majors become better and more informed consumers of sports media. All will have a better understanding of the importance of sports in our society and how that is reflected in coverage by local and national media outlets. **This is not, strictly speaking, a course about sports.** It is a journalism ethics course with sports as its backdrop.

**JMC 494. Sports Marketing and Campaigns.** Create a professional campaign engaging viewers and fans in new and meaningful ways solidifying Fox Sports Network's (FSN) position as a leader in sports programming. You will work within FSN's "Creative University" program to execute the campaign, and FSN will select a campaign to implement.

- You will be part of an immersive, hands-on experience creating a marketing campaign in a real-time, real-life environment for FSN;
- By semester's end, you will have developed a complete marketing/advertising/public relations campaign from inception through ideation to ready-to-be-executed creative;
- You will be assigned to teams based on a combination of interests, areas of expertise and experience and will work within a group dynamic;
- Teams will work on their campaigns both inside and outside the classroom setting;
- All team members will present the final campaign to FSN and members of the Walter Cronkite School of Journalism and Mass Communication faculty and staff;
- FSN will pick the winner, with the winning campaign being executed by FSN.

**APPENDIX**  
**OPERATIONAL INFORMATION FOR UNDERGRADUATE PROGRAMS**  
 (This information is used to populate the [Degree Search](#)/catalog website.)

**1. Program Name (Major):** Business (Sports and Media Studies), BA

**2. Program Description (150 words maximum)**

The W. P. Carey BA in business with a concentration in sports and media studies is attractive to a number of students with an interest in the sports industry. This concentration has been planned to provide students the necessary skills to build knowledge and understanding of the development of the strategic business process in sports organizations and its relationship to media. The proliferation of mass communication, including television, game systems, and social networks, has transformed sports into a highly commercialized industry and sports, in turn, continue to generate revenues for these businesses. The interaction between sports and media has led to a multitude of applications of business knowledge to these fields. The sports and media studies program will offer a strong focus on applied elements of the sports industry, especially as it relates to media and its impact on the industry.

**3. Contact and Support Information**

Building Name, code and room number: ( <a href="#">Search ASU map</a> )	Santa Catalina Hall, SANCA 330L
Program office telephone number: ( <i>i.e.</i> 480/965-2100)	480/727-1567
Program Email Address:	<a href="mailto:wpcareyug@asu.edu">wpcareyug@asu.edu</a>
Program Website Address:	<a href="http://wpcarey.asu.edu/undergraduate/business-degrees/BA.cfm">http://wpcarey.asu.edu/undergraduate/business-degrees/BA.cfm</a>

**4. Delivery/Campus Information Delivery:** On-campus only (ground courses and/or iCourses)

*Note: Once students elect a campus or On-line option, students will not be able to move back and forth between the on-campus and the ASU Online options. Approval from the Office of the Provost and Philip Regier (Executive Vice Provost and Dean) is required to offer programs through ASU Online.*

**5. Campus/Locations:** indicate all locations where this program will be offered.

Downtown Phoenix       Polytechnic       Tempe       West      Other:

**6. Additional Program Description Information**

A. Additional program fee required for this program?      Yes

B. Does this program have a second language requirement?      No



**7. Career Opportunities & Concentrations**

Provide a brief description of career opportunities available for this degree program. If program will have concentrations, provide a brief description for each concentration. (150 words maximum)

A degree that incorporates solid business skills and sports and media studies will attract a number of students to Arizona State University. Career opportunities for students could include job with titles such as: Agent, Event Planner, Operations Specialist, Management Analyst, Business Manager, Purchasing/Buying Manager, Administrative Service Manager, Wholesale and Manufacturing Representative, Advertising/Sponsorship Sales. Students in this concentration will find opportunities in mass communication, including television, game systems, and social networks. The interaction between sports and media has led to a multitude of applications of business knowledge to these fields.

**8. Additional Admission Requirements**

If applicable list any admission requirements (freshman and/or transfer) that are higher than and/or in addition to the university minimum undergraduate admission requirements.)

New freshmen admitted to this program must meet university entrance requirements. Transfer students from within campus or other institutions must meet university requirements and have a 3.0 ASU and 3.0 Transfer GPA. Additionally, all students must take the ACT or SAT exam.

**9. Keywords**

List all keywords used to search for this program. Keywords should be specific to the proposed program.

Business, Sports, Media

**10. Advising Committee Code**

List the existing advising committee code to be associated with this degree. **UGBAPC**

*Note: If a new advising committee needs to be created, please complete the following form:*

[Proposal to create an undergraduate advising committee](#)

**11. First Required Math Course**

List the first math course required in the major map. MAT 210

**12. Western Undergraduate Exchange (WUE) Eligible:**

Has a request been submitted to the Provost by the Dean to consider this degree program as eligible for [WUE](#)? No

*Note: No action will be taken during the implementation process with regards to WUE until approval is received from the Provost.*

**13. Area(s) of Interest**

A. Select **one (1)** primary Area of Interest from the list below that applies to this program.

- |                                                                                                 |                                                                                             |
|-------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------|
| <input type="checkbox"/> <a href="#"><u>Architecture, Construction &amp; Design</u></a>         | <input type="checkbox"/> <a href="#"><u>Engineering &amp; Technology</u></a>                |
| <input type="checkbox"/> <a href="#"><u>Artistic Expression &amp; Performance</u></a>           | <input type="checkbox"/> <a href="#"><u>Environmental Issues &amp; Physical Science</u></a> |
| <input type="checkbox"/> <a href="#"><u>Biological Sciences, Health &amp; Wellness</u></a>      | <input type="checkbox"/> <a href="#"><u>Interdisciplinary Studies</u></a>                   |
| <input checked="" type="checkbox"/> <a href="#"><u>Business, Management &amp; Economics</u></a> | <input type="checkbox"/> <a href="#"><u>Languages &amp; Cultures</u></a>                    |
| <input type="checkbox"/> <a href="#"><u>Communication &amp; Media</u></a>                       | <input type="checkbox"/> <a href="#"><u>Law &amp; Justice</u></a>                           |
| <input type="checkbox"/> <a href="#"><u>Computing &amp; Mathematics</u></a>                     | <input type="checkbox"/> <a href="#"><u>Social Science, Policies &amp; Issues</u></a>       |
| <input type="checkbox"/> <a href="#"><u>Education &amp; Teaching</u></a>                        |                                                                                             |

B. Select **any** additional Areas of Interest that apply to this program from the list below.

- |                                                                                            |                                                                                             |
|--------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------|
| <input type="checkbox"/> <a href="#"><u>Architecture, Construction &amp; Design</u></a>    | <input type="checkbox"/> <a href="#"><u>Engineering &amp; Technology</u></a>                |
| <input type="checkbox"/> <a href="#"><u>Artistic Expression &amp; Performance</u></a>      | <input type="checkbox"/> <a href="#"><u>Environmental Issues &amp; Physical Science</u></a> |
| <input type="checkbox"/> <a href="#"><u>Biological Sciences, Health &amp; Wellness</u></a> | <input type="checkbox"/> <a href="#"><u>Interdisciplinary Studies</u></a>                   |
| <input type="checkbox"/> <a href="#"><u>Business, Management &amp; Economics</u></a>       | <input type="checkbox"/> <a href="#"><u>Languages &amp; Cultures</u></a>                    |
| <input checked="" type="checkbox"/> <a href="#"><u>Communication &amp; Media</u></a>       | <input type="checkbox"/> <a href="#"><u>Law &amp; Justice</u></a>                           |
| <input type="checkbox"/> <a href="#"><u>Computing &amp; Mathematics</u></a>                | <input type="checkbox"/> <a href="#"><u>Social Science, Policies &amp; Issues</u></a>       |
| <input type="checkbox"/> <a href="#"><u>Education &amp; Teaching</u></a>                   |                                                                                             |

The following fields are to be completed by the Office of the Executive Vice President and Provost of the University.

CIP Code: \_\_\_\_\_

Plan Code:


**2013 - 2014 Major Map  
Business (Sports and Media Studies) - (Proposed), BA (Proposed)**

- Transfer UD Business Course Hours: 9 Hours Maximum.
- Community College Business Hours: 30 Hours Maximum.

Term 1	0 - 16 Credit Hours	Critical course signified by	Hours	Minimum Grade	Notes
		<ul style="list-style-type: none"> <li>CIS 105: Computer Applications and Information Technology (CS)</li> </ul>	3	C	<ul style="list-style-type: none"> <li>• An SAT, ACT, Accuplacer, or TOEFL score determines placement into first-year composition courses</li> <li>• ASU Math Placement Exam score determines placement in Mathematics course</li> <li>• ASU 101 or College specific equivalent First Year Seminar required of all freshman students.</li> <li>• See academic advisor for appropriate Student Success course requirement if not a first-time freshman.</li> </ul>
		<ul style="list-style-type: none"> <li>MAT 210: Brief Calculus (MA) OR</li> <li>MAT 270: Calculus with Analytic Geometry I (MA)</li> </ul>	3-4	C	
		<ul style="list-style-type: none"> <li>ENG 101 or ENG 102: First-Year Composition OR</li> <li>ENG 105: Advanced First-Year Composition OR</li> <li>ENG 107 or ENG 108: English for Foreign Students</li> </ul>	3	C	
		<ul style="list-style-type: none"> <li>WPC 101: Student Success in Business</li> </ul>	1		
		<ul style="list-style-type: none"> <li>Historical Awareness (H)</li> </ul>	3		
		<ul style="list-style-type: none"> <li>Humanities, Fine Arts and Design (HU)</li> </ul>	3		
		<ul style="list-style-type: none"> <li>Milestone: Submission of a Current SAT Reasoning score or ACT score.</li> </ul>			
		<ul style="list-style-type: none"> <li>Minimum 2.00 GPA ASU Cumulative.</li> </ul>			
		Term hours subtotal:	16-17		
Term 2	17 - 32 Credit Hours	Critical course signified by	Hours	Minimum Grade	Notes
		<ul style="list-style-type: none"> <li>ECN 211: Macroeconomic Principles (SB) OR</li> <li>ECN 212: Macroeconomic Principles (SB)</li> </ul>	3	C	
		<ul style="list-style-type: none"> <li>MAT 211: Mathematics for Business Analysis OR</li> <li>MAT 271: Calculus with Analytic Geometry II (MA)</li> </ul>	3-4	C	
		<ul style="list-style-type: none"> <li>ENG 101 or ENG 102: First-Year Composition OR</li> <li>ENG 105: Advanced First-Year Composition OR</li> <li>ENG 107 or ENG 108: English for Foreign Students</li> </ul>	3	C	
		<ul style="list-style-type: none"> <li>SOC course (SB)</li> </ul>	3		
		<ul style="list-style-type: none"> <li>Natural Science - Quantitative (SQ)</li> </ul>	4		
		<ul style="list-style-type: none"> <li>Complete ENG 101 OR ENG 105 OR ENG 107 course(s).</li> </ul>			
		<ul style="list-style-type: none"> <li>Minimum 2.00 GPA ASU Cumulative.</li> </ul>			
		Term hours subtotal:	16-17		
Term 3	33 - 45 Credit Hours	Critical course signified by	Hours	Minimum Grade	Notes
		<ul style="list-style-type: none"> <li>ACC 231: Uses of Accounting Information I</li> </ul>	3	C	
		<ul style="list-style-type: none"> <li>ECN 211: Macroeconomic Principles (SB) OR</li> <li>ECN 212: Macroeconomic Principles (SB)</li> </ul>	3	C	
		<ul style="list-style-type: none"> <li>COM 100: Introduction to Human Communication (SB) OR</li> <li>COM 225: Public Speaking (L) OR</li> <li>COM 230: Small Group Communication (SB) OR</li> <li>COM 259: Communication in Business and the Professions</li> </ul>	3		
		<ul style="list-style-type: none"> <li>Natural Science - Quantitative (SQ) OR</li> <li>Natural Science - General (SG)</li> </ul>	4		
		<ul style="list-style-type: none"> <li>Minimum 2.00 GPA ASU Cumulative.</li> </ul>			
		Term hours subtotal:	13		
Term 4	46 - 61 Credit Hours	Critical course signified by	Hours	Minimum Grade	Notes
		<ul style="list-style-type: none"> <li>ACC 241: Uses of Accounting Information II</li> </ul>	3	C	
		<ul style="list-style-type: none"> <li>ECN 221: Business Statistics (CS)</li> </ul>	3	C	
		<ul style="list-style-type: none"> <li>ENG 302: Business Writing (L) OR</li> <li>ENG 301: Writing for the Professions (L)</li> </ul>	3		
		<ul style="list-style-type: none"> <li>WPC 301: Business Forum</li> </ul>	1	C	
		<ul style="list-style-type: none"> <li>PSY course (SB)</li> </ul>	3		
		<ul style="list-style-type: none"> <li>Upper Division Humanities, Fine Arts and Design (HU)</li> </ul>	3		
		<ul style="list-style-type: none"> <li>Minimum 2.00 GPA ASU Cumulative.</li> </ul>			
		Term hours subtotal:	16		
Term 5	62 - 76 Credit Hours		Hours	Minimum Grade	Notes

FIN 300: Fundamentals of Finance	3	C
MGT 300: Organization and Management Leadership	3	C
MKT 300: Marketing and Business Performance	3	C
Cultural Diversity in the U.S. (C)	3	
Literacy and Critical Inquiry (L)	3	
<b>Term hours subtotal:</b>	<b>15</b>	

<b>Term 6</b> 77 - 91 Credit Hours	<b>Hours</b>	<b>Minimum Grade</b>	<b>Notes</b>
MKT 311: Sports Administration	3	C	
MKT 421: Fan Behavior and Sports Communication	3	C	
SCM 300: Global Supply Operations	3	C	
Upper Division General Education Elective	3		
Elective	3		
<b>Term hours subtotal:</b>	<b>15</b>		

<b>Term 7</b> 92 - 105 Credit Hours	<b>Hours</b>	<b>Minimum Grade</b>	<b>Notes</b>
LES 305: Legal, Ethical, and Regulatory Issues in Business	3	C	
MCO 465: Sports and Media	3	C	
MKT 431: Sports Facility Operations	3	C	
Upper Division General Education Elective	3		
Upper Division Elective	2		
<b>Term hours subtotal:</b>	<b>14</b>		

<b>Term 8</b> 106 - 120 Credit Hours	<b>Hours</b>	<b>Minimum Grade</b>	<b>Notes</b>
JMC 494: Sports Marketing and Ad Campaigns	3	C	
MKT 441: Sports Relationship Management	3	C	
Upper Division International Business Elective AND Global Awareness (G)	3	C	
Complete 2 courses: Elective	6		
<b>Term hours subtotal:</b>	<b>15</b>		

- For a list of General Education Elective course options, please visit the following website: <http://my.wpcarey.asu.edu/gened>.

Upper Division International Business Elective

ECN 306: Survey of International Economics (SB & G)

MGT 302: Principles of International Business (G)

MKT 425: Global Marketing Management

SCM 463: Global Supply Chain Management

**Total Hours:** 120  
**Upper Division Hours:** 51 minimum  
**Major GPA:** 2.00 minimum  
**Cumulative GPA:** minimum  
**Total hrs at ASU:** 30 minimum  
**Hrs Resident Credit for Academic Recognition:** minimum  
**Total Community College Hrs:** maximum

**General University Requirements Legend**

- General Studies Core Requirements:
- Literacy and Critical Inquiry (L)
  - Mathematical Studies (MA)
  - Computer/Statistics/Quantitative Applications (CS)
  - Humanities, Fine Arts and Design (HU)
  - Social and Behavioral Sciences (SB)
  - Natural Science - Quantitative (SQ)
  - Natural Science - General (SG)

General Studies Awareness Requirements:

- Cultural Diversity in the U.S. (C)
- Global Awareness (G)
- Historical Awareness (H)
- First-Year Composition

General Studies designations listed on the major map are current for the 2013 - 2014 academic year.