

# BACHELOR OF SCIENCE DEGREE

## MOTORSPORTS MARKETING

The program will prepare students for a career in the motorsports industry. Students will learn the current trends, tools, and skills desired by motorsports teams, tracks, and organizations.

### MISSION STATEMENT:

The Motorsports Marketing program provides students an opportunity to study the marketing skills found in the evolving motorsports industry. By incorporating real-life applications, both in and out of the classroom, combined with conceptual foundations, students will be prepared for a career in the field of motorsports marketing.

### 180 Credit Hours

#### Technical and Basic Requirements:

##### 93 Credit Hours

AC114 Accounting I/5\*  
BU115 Contract Law/5\*  
BU320 Legal Issues in Consumer Sales Transactions/5  
EC190 Survey of Economics/3\*  
FI210 Principles of Finance/5\*  
MA322 Organizational Behavior/5  
MA416 Moral Issues in Business/5  
MSP100 Introduction to Motorsports - History & Impact/3\*  
MSP101 Introduction to Motorsports - Administration, Governance, & Policy/3\*  
MSP236 PR & Event Planning in the Motorsports Industry/3\*  
MSP250 Specialized Media in the Motorsports Industry/3\*  
MSP360 Field Experience/5  
MSP400 Gaining Sponsorships in Motorsports/3  
MSP490 Managing the Motorsports Marketing Strategy/5  
MT150 Principles of Marketing/5\*  
MT160 Professional Selling/3\*  
MT233 Graphic Design for Marketing/3\*  
MT234 Website Management for Marketing/3\*  
MT245 Integrated Marketing Communications/5\*  
MT356 Social Media I/3  
MT357 Social Media II/3  
MT415 Marketing Research/5  
MT424 Marketing Management/5

##### General Education Requirements: 69 Credit Hours

CO179 Introduction to Human Communication/3\*  
CO445 Group Dynamics/3  
EN Any 300/400 level EN course/3  
EN180 Composition I/5\*  
EN200 Composition II/5\*  
MH169 Business Math/5\*  
MH190 Algebra/5\*  
MH310 Finite Mathematics/3  
OR  
MH315 Calculus/3  
MH350 Statistics/5

MH420 Quantitative Methods/3  
PY177 Introduction to Psychology/3\*

OR

SO186 Sociology/3\*  
SC200 Principles of Ecology/3\*  
SC320 Biology/3

OR

SC330 Physics/3  
UN110 First-Year Experience/2\*  
UN220 Introduction to Diversity Issues/3\*  
Any 100/200 level AR, EN, HI, or RE course/3\*  
Any 300/400 level PY or SO course/3  
Any 300/400 level AR, CO, HI, PH, or PO courses/9

#### Technical and Basic Electives: 6 Credit Hours

Choose courses at the 300 or 400 level that are not required in your program.

#### General Education Electives: 9 Credit Hours

**3 Credit Hours\*:** Choose 100- or 200-level courses from the general education subject categories, which may include Art (AR), English (EN), History (HI), Math (MH), Political Science (PS), Psychology (PY), Religion (RE), Sociology (SO), or University Survey (UN).  
**6 Credit Hours:** Choose 300- or 400-level courses from the general education subject categories, which may include Art (AR), Communication (CO), English (EN), History (HI), Math (MH), Popular Culture (PO), Psychology (PY), Science (SC), Sociology (SO), or University Survey (UN).

#### Specialized Electives: 3 Credit Hours

Choose courses at the 100 or 200 level that are not required in your program.

Note: Elective courses can apply to only one degree level. The same course cannot be re-used to satisfy the elective requirements at the Associate's Degree level and again at the Bachelor's Degree level.

\*Denotes first and second year courses