



# Transfer Planning Worksheet 2020-2021



**NORTH CENTRAL  
COLLEGE 1861**

Student Name: \_\_\_\_\_ North Central ID# \_\_\_\_\_ College Representative: \_\_\_\_\_ Date: \_\_\_\_\_

## Sport Management, Digital Marketing Track, B.A.

The Sport Management program is designed to provide the academic foundation and practical experience required to make an impact in today's sport industry. Business and sport-focused courses with tailored emphasis in a student's chosen area provide a unique combination in preparing students to be curious, engaged, ethical and purposeful citizens and leaders.

### Major Requirements

Sport Management Core Courses			
Course Name	Equivalent	Credit	Grade
SMGT 101 - Contemporary Sport Studies	PE 2210 @ COD		
SMGT 210 - Sport Marketing			
SMGT 220 - Sport Budgeting and Finance			
SMGT 230 - Sport Law, Ethics and Organization			
SMGT 310 - Applied Sport Sales			
SMGT 330 - Sport Facility and Event Management			
SMGT 450 - Sport Management Senior Capstone			
SMGT 490 - Sport Management Internship Seminar			
SMGT 497 - Sport Management Internship			
Digital Marketing Courses			
Course Name	Equivalent	Credit	Grade
ARTD 107 - 2D Design: Explorations in Image Making	ART 1151 @ COD		
ARTD 140 - Digital Art and Design	GRDS 1102 @ COD		
ARTD 275 - Photography II: Digital	PHOT 1101 @ COD		
MEDI 200 - Digital Media Writing			
MKTG 330 - Digital Marketing	MARK 2270 @ COD		
Additional Requirements for the B.A. Degree			
Students must demonstrate elementary competence in a foreign language. For more information, see the B.A. Degree Requirements within the Academic Regulations section of this catalog.			