University of Dubuque

Sports Marketing & Management

2026-2027 Catalog

*Information subject to change

First Year

FALL			SPRING		
COURSE #	**COURSE TITLE**	**HRS**	**COURSE #**	**COURSE TITLE**	**HRS**
WVS 101	World View Seminar I	3	WVS 201	World View Seminar II	3
ECON 101/ 102	Microeconomics/ Macroeconomics	3	ECON 101/ 102	Microeconomics/ Macroeconomics	3
HWS 100	Intro. to Health, Wellness & Sport	2	HWS 105	Socio-Historical Found. of Amer. Sport	3
CIS 152	Digital Docs. Development	1	CIS 162	Fundamentals of Excel	1
	Gen. Ed.	3		Gen. Ed.	3
	Gen. Ed.	3		Gen. Ed.	3
	FALL TOTAL	**15**		**SPRING TOTAL**	**16**
	CUMULATIVE TOTAL	**15**		**CUMULATIVE TOTAL**	**31**

Second Year

FALL			SPRING		
COURSE #	**COURSE TITLE**	**HRS**	**COURSE #**	**COURSE TITLE**	**HRS**
HWS 202	Sports Facilities & Event Management	3	BAC 242	Principles of Managerial Accounting	3
BAC 280	Principles of Marketing	3	HWS 280	Sports Marketing	3
BAC 241	Principles of Financial Accounting	3	BAC 340	Effective Communication in Business	3
	Gen. Ed. (science - anytime)	4	CIS 142	Technology Tools for Presentations	1
	Gen. Ed.	3		Gen. Ed.	3
				Gen. Ed.	3
	FALL TOTAL	**16**		**SPRING TOTAL**	**16**
	CUMULATIVE TOTAL	**47**		**CUMULATIVE TOTAL**	**63**

Third Year

FALL			SPRING		
COURSE #	**COURSE TITLE**	**HRS**	**COURSE #**	**COURSE TITLE**	**HRS**
BAC 201	Principles of Management	3	HWS 421	Sports Law and Ethics	3
PRF 201	Career Development Strategies	1	HWS 342	Mgmt. and Leadership in Sports Org.	3
HWS 340	Media Relations in Sports	3	BAC 300	Principles of Finance	3
	Gen. Ed.	3		Gen. Ed.	3
	Gen. Ed.	3		Gen. Ed.	3
	FALL TOTAL	**13**		**SPRING TOTAL**	**15**
	CUMULATIVE TOTAL	**76**		**CUMULATIVE TOTAL**	**91**

Fourth Year

FALL			SPRING		
COURSE #	**COURSE TITLE**	**HRS**	**COURSE #**	**COURSE TITLE**	**HRS**
HWS 471	Sports Admin., Govern. & Compliance	3	HWS 495	Senior Seminar	2
HWS 485	Internship	3		Gen. Ed.	3
HWS 330	Sports Finance	3		Electives	9
	Elective	3			
	Gen. Ed.	3			
	FALL TOTAL	**15**		**SPRING TOTAL**	**14**
	CUMULATIVE TOTAL	**106**		**CUMULATIVE TOTAL**	**120**

General Education Requirements to be taken when "Gen. Ed." is listed (14 courses): COM 101, ENG 101, ENG 104, Math, Natural Science (4 cr.), Env. Stewardship, Social Development, Intercultural Engagement, Literature, Fine & Performing Arts, Judeo Christian Traditions, Hist./Phil./Politics, Physical Wellness (2 cr. + 1 cr.), Personal/Fin. Stewardship

Suggestions:

*It is recommended that you take ENG 101, COM 101, ENG 104, & MATH within your first 4 semesters