



MASTER OF SCIENCE IN BUSINESS COMMUNICATION (33 Hours)

SPORTS MANAGEMENT CONCENTRATION 2019-2020 CURRICULUM

Required Core Courses	Credit Hours (21 hours)
MSBC 614 Data Visualization & Storytelling	3 Cr
MSBC 618 Integrated Marketing Communication	3 Cr
MSBC 628 Ethics and Business Decision Making	3 Cr
MSBC 638 Interpersonal Communication in the Workplace	3 Cr
MSBC 655 Organizational Development and Change	3 Cr
MSBC 664 Strategic Planning and Implementation	3 Cr
MSBC 700 MSBC Capstone Course	3 Cr

Required Concentration Courses	Credit Hours (12 hours)
MSBC 683 Organizational Behavior in Sports	3 Cr
MSBC 685 Economics of Sports and Events	3 Cr
MSBC 684 Sports Communication	3 Cr
MSBC 687 Revenue Generation in Sports and Events	3 Cr