

Sports Business Analytics Track (Finance Focus)

Finance major with concentrations in data analytics and sports marketing.

Freshman Year = Students take Samford University undergraduate core curriculum (see Samford catalog).

Sophomore Year = Students take Pre-Business Core in the Brock School of Business including Data 200, Data 201, Econ 201, Econ 202, Acct 211, Acct 212, BUSA 100 & BUSA 200. Students must then apply for admission into the sports marketing program and gain acceptance in order to pursue the Sports Business Analytics Track.

<u>Fall Junior Year</u>	<u>Spring Junior Year</u>	<u>Summer</u>
BUSA 252	DATA 401	MARK 493
MNGT 303	DATA 403	
FINC 321	MNGT 342	
DATA 301	FINC 424	
MARK 311	FINC 422	
MARK 301		

<u>Fall Senior Year</u>	<u>Spring Senior Year</u>
FINC 444	MNGT 481
FINC 428	MNGT 400
FINC @	BUSA 471
MARK 414	FINC 429
MARK 431	DATA 499
DATA 402	

Note: Students are required to complete an internship in the [Center for Sports Analytics](#) at Samford University during their junior year. Students wishing to pursue a career in Sports Finance Analytics will complete an internship revolving around dynamic ticket pricing, partnership ROI evaluation, licensing cost/benefit analysis for sports organization, public stadium financing analysis, stock market analysis related to sports industry, or other sports finance analytics topics.

Students are also required to complete an internship with an outside sports team and/or property during their senior year. Previous students have completed internships/projects for Coca-Cola sports sponsorship department, Green Bay Packers, Manchester United's jersey sponsor (AON), and the Atlanta Braves.