

## **Sports Business Strategy and Analytics Track**

Students complete a Finance major and 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 also apply for admission into the sports industry programs (sports analytics) and gain acceptance to pursue the Sports Business Strategy and Analytics Track. Students should visit [samford.edu/go/sportsbiz](http://samford.edu/go/sportsbiz) to learn more about how to apply and deadlines.

<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	FINC 424	
DATA 301	FINC 422	
MARK 311		
MARK 301		

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

### Note:

Students interested in the sports analytics program should contact Dr. White during the spring semester of their freshman year to be assigned during their sophomore year to a sports team on campus to gain sports analytics experience. Students typically work for three years (sophomore, junior, and senior) with teams on campus in “Moneyball” roles. To start this process, students must reach out to Dr. White (preferably during their freshman year).

Students are required to complete a data analytics internship during their junior or senior year as part of the data analytics concentration. Students wishing to pursue a career in Sports Business Strategy and Analytics are strongly encouraged to complete the data analytics internship revolving around dynamic ticket pricing, fan engagement analytics, sponsorship ROI evaluation, social media data related to sports, or other sports business strategy topics.

Students must complete one elective as part of the data analytics concentration. Dr. White strongly recommends that students take DATA 425 (sports analytics) for the analytics elective requirement.

Students are also required to complete an internship during their junior or senior year as part of the sports marketing concentration. Dr. White strongly encourages students to complete an internship revolving around marketing strategy and analytics. Previous students have completed internships/projects for Coca-Cola sports sponsorship departments, Green Bay Packers, Manchester United’s jersey sponsor (AON), and the Atlanta Braves.