

Professional Field Emphasis in Sports Leadership – Sales & Marketing
On-Campus Graduate Program Advising Form
Southwest Minnesota State University

Name _____ Expected Graduation Date _____
MO/YR

Date you entered graduate classes at SMSU: _____

Professional Education Core

Professional Education Core Courses (11 credits)			
ED 623	Professional Planning & Assessment	2	F2 – E & O
ED 625	21 st Century Brain-Based Teaching and Learning	3	F1 - O
ED 632	Linking Teaching, Content & Learning	3	F2 - E
ED 635	Content & Curriculum Development	3	Sp2 -O

Research Component

Research Component Courses (8 credits)			
ED 622	Research in Education	3	Sp1 – E & O
ED 624	Research Project Design	3	Su1 – E & O
ED 627	Research Project Implementation	2	Sp2 – E & O

Professional Field Emphasis

Professional Field Emphasis – Sports Leadership – Sales & Marketing Courses (15 credits)			
PE 578	Recreation & Sport Management	3	F1
PE 588 or MBA 660 or PE 610)	Legal Aspects in Recreation & Sport or Legal and Ethical Environment of Business) or Legal Aspects of Sport for Coaches)	3	Sp F Sp

Electives – Nine credits required			
PE 589	Sports Marketing, Promotions, Consumer Behavior	3	Sp
MBA 607	Strategic Marketing Management	3	F & Sp
MBA 511	Integrated Marketing Communication	3	Su
MBA 531	Sales Management	3	Sp
MBA 541	Marketing Research	3	F
MBA 554	Content Marketing	3	F
PE 608	Organization, Administration and Marketing of Sport	3	F

Note: This is a tentative schedule. Classes will be offered based on enrollment.

Student Signature _____ **Date** _____
Advisor Signature _____ **Date** _____

*F-Fall, Sp-Spring, Su-Summer; E- Available even years only O- Available odd years only; 1- Take in first year of program 2- Take in second year of program. *- First listing is the suggested time to take this course however; it is available more than once each year. You are responsible to keep informed of any changes in requirements, which may affect your academic career.

** Students enrolled in the Masters of Science in Education program choose between Plan A and Plan B options. All students complete the Professional Education Core and a Professional Field Emphasis. Students who opt for Plan A complete ED 627, "Research Project Implementation" for a total program length of 34-38 credits. Students who opt for Plan B may take ED 624, "Research Project Design" or an elective in place of ED 627, "Research Project Implementation" for a total program length of 32-36 credits.

Updated 11.16.2022