

DATA ANALYTICS SPORTS COMMUNICATION CONCENTRATION

Program Overview

Data Analytics is a joint program of the Zimpleman College of Business (BSBA) and the College of Arts and Sciences (BS) designed to develop analysts who can work with data to uncover practical insights and support sound and ethical decision-making. Students in the BSBA may complement the major with an optional sports communications track.

Requirements

The optional sports communication track is only available to Data Analytics majors within the Zimpleman College of Business (BSBA).

Code	Title	Hours
JMC 079	INTRO TO SPORT MEDIA AND COMMUNICATION	3
JMC 178	SPORTS, PUBLICITY, & PROMOTION	3