

BFA ENTREPRENEURSHIP [SPORTS MEDIA +MARKETING]

by semester

**SEMESTER ONE**

Computer Proficiency Lab	0
Relativity First Year Experience	1
English Composition	3
Collaboration Lab I: Integrated Production Workshop	2
Story: Mediums + Genre	2
Story: Mediums + Genre (Lab)	1
Business + Entertainment Law	3
Digital Marketing + Social Media	3
Collaboration Lab II: Branding Digital Platforms	1

TOTAL 16**SEMESTER TWO**

Innovation + The Entrepreneur	3
American Cinema	3
Intro to Producing Film	3
Producing Digital Media	3
Independent Feature Film Finance, Festivals + Distribution	3

TOTAL 15**SEMESTER THREE**

Anthropology	3
Intellectual Property in Media	3
Digital Entrepreneurship	3
Principles of Accounting	3
Film Aesthetics	3

TOTAL 15**SEMESTER FOUR**

Oral Communications	3
Information Systems + Technology	3
Entertainment Contracts + Negotiations	3
Global Entrepreneurship + Markets	3
Marketing + Research Methods	3

TOTAL 15**SEMESTER FIVE**

Introduction to Statistical Analysis	3
Producing Low Budget Films	3
Organizational Behavior + Leadership	3
Idea To Execution: The Business Plan	3
Angels, Venture Capital + Crowdfunding	3
Collaboration Lab III: Program Driven Collaborations	1

TOTAL 16**SEMESTER SIX**

Physics	3
Micro + Macro Economics	3
Sustainability + the Environment	3
Sports Marketing	3
Sports Media	3
Incubator Lab	1

TOTAL 16**SEMESTER SEVEN**

Social Entrepreneurship + Ethics	3
Psychology	3
Athlete Management + Team Operations	3
Sports Law + Contracts	3
Incubator Lab	1
Internship	1
Collaboration Lab IV: Web Series Development	1

TOTAL 15**SEMESTER EIGHT**

Philosophy	3
Producing Sports Events	3
Sports Sponsorship + Licensing	3
Entrepreneurs on Entrepreneurship	3
Incubator Lab	1
Internship	1
Collaboration Lab V: Industry Portfolio	1

TOTAL 15**123 TOTAL PROGRAM HOURS**

* Students are encouraged to take one elective per semester as schedule permits.

Please note this schedule is subject to change. View the latest version of the catalog online at RelativitySchool.org/Catalog.