

## Team Strategy and Player Performance Track

Students complete an Economics 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 Player and Team Performance 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>
MARK 301	ECON 301	MARK 493
BUSA 252	DATA 403	
ECON 302	DATA 401	
MARK 301	FINC 321	
MARK 311	MNGT 303	
DATA 301		

<u>Fall Senior Year</u>	<u>Spring Senior Year</u>
ECON 425	MNGT 481
MARK 431	BUSA 471
MARK 414	DATA 499
DATA@	ECON@
DATA 402	MNGT 400

### 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 Player and Team Performance Analytics are strongly encouraged to complete the data analytics internship revolving around player salary optimization, draft scoring, Sabermetrics, game tactics analysis, sports science, or other player and team performance 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.