

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 to learn more about how to apply and deadlines.

Fall Junior Year

Spring Junior Year

Summer

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