

An aerial photograph of the Saint Leo University campus. The image shows several large, multi-story buildings with prominent red-tiled roofs and light-colored walls. The buildings are surrounded by lush green lawns, numerous trees, and palm trees. In the background, a large, calm lake reflects the sky, with a dense forest of trees on the far shore. The overall scene is peaceful and scenic, with warm lighting suggesting late afternoon or early morning.

FAST FACTS

saintleo.edu

WHAT IS THE 3+1 ACCELERATED DEGREE PROGRAM?

The 3+1 accelerated degree program in Management is an intense, yet rewarding, high-value opportunity for qualified students motivated to earn two degrees in just four years – a bachelor's degree followed by the One-Year Master of Business Administration Program (M.B.A.).

PROGRAM OVERVIEW

The undergraduate marketing major is designed for students planning a career in fields such as advertising, consumer relations, customer service, international business, marketing management, marketing research, promotion, retail services, sales, small business operations, and social media. Students develop a breadth of knowledge about the dynamic consumer orientation process by which people and organizations strive to anticipate and satisfy consumer needs and wants. The student develops an understanding of marketing concepts and functions.

Students then complete the 3+1 program with the One-Year Master of Business Administration Program (M.B.A.). Students' progress through the undergraduate coursework at an accelerated pace by taking additional courses throughout the year including on-ground, online, and summer course options.

ADMISSION REQUIREMENTS

Students eligible for the Saint Leo Honors Program qualify for admission into the 3+1 accelerated degree program. Honors Program eligibility requires a minimum 3.5 GPA as well as an SAT score of 1270+ or ACT score of 26+ for first year students. Students transferring from another National Collegiate Honors Council (NCHC)-recognized program with a minimum cumulative GPA of 3.5 or with an A.A. or A.S. and a minimum GPA of 3.75 also qualify.

Students with credentials falling just below the minimum eligibility requirements should contact their Saint Leo admission counselor.

BENEFITS OF THE 3+1 ACCELERATED DEGREE PROGRAM:

- No entrance exams required for the graduate portion
- Preferential admission to the graduate program
- Ability to waive one MBA course (MBA 501) with proper qualifications
- Gaining a competitive edge over their peers, graduating with two high-value degrees in less time
- Ability to enter the workforce earlier, armed with an advanced degree that will likely increase career opportunities
- Savings by reducing the amount of tuition, fees, and housing costs necessary to earn both degrees

HOW TO APPLY

Visit www.saintleo.edu/application for more information on how to apply.

INTERNSHIPS

A variety of internships are available through the Career Planning Department. For further information, students can contact their academic advisor or the Career Planning Department.

ALUMNI

Recent alumni have accepted management positions in retail, sales, government, military, manufacturing, and IT, in addition to pursuing graduate degrees.

ACCREDITATION

Saint Leo University is accredited by the Commission on Colleges of the Southern Association of Colleges and Schools (SACS). The Business curriculum is also accredited by the Accreditation Council for Business Schools and Programs (ACBSP).

MANAGEMENT CURRICULUM

To complete a major in Management, students must take the following courses:

University Explorations	42 credits
Choosing Wellness	3 credits
First Year Experience	1 credit

COMMON BODY OF KNOWLEDGE 36 CREDITS

Courses taken all College Business Majors:

ACC 201	Principles of Financial Accounting
ACC 202	Principles of Managerial Accounting
COM 327	Business Information Systems
ECO 201	Principles of Macroeconomics
ECO 202	Principles of Microeconomics
GBA 231	Business Law 1
GBA 334	Applied Decision Methods for Business
GBA 398	Integrated Perspectives on Business
MAT 201	Introduction to Statistics
MGT 301	Introduction to Internet Applications
FIN 325	Finance for Managers
MKT 301	Principles of Marketing

COMMON BODY OF KNOWLEDGE 36 CREDITS

Courses taken all College Business Majors:

GBA 321	Essential Business Skills
GBA 440	International Business
GBA 498	Strategic Management
MGT 320	Entrepreneurship
MGT 331	Management of Human Resources
MGT 412	Organizational Behavior and Development
MGT 425	Management Internship*
MGT 430	Business, Government, and Society
MGT 441	Labor Relations

*Internships may be three to twelve credits depending on the student's and employer's needs, although only three credits are required

Additional Electives	11 Credits
Additional	120 Credits

ONE-YEAR MBA PROGRAM CURRICULUM

The curriculum outlined below is designed to help the student better understand and utilize business principles and decision processes, as well as increase his or her knowledge of functional operations to work more effectively in today's ever-changing business environment.

MBA 501	Management Essentials
MBA 525	Professional Development
MBA 531	Human Capital for Organizational Performance
MBA 540	Managerial Economics
MBA 551	Business Analytics or
MBA 598	Statistics
MBA 560	Financial and Managerial Accounting
MBA 565	Management
MBA 570	Corporate Finance
MBA 575	Global Business Management
MBA 599	Strategic Management
MBA 625	Internship (optional)

Complete one of the following:

MBA 594	Enterprise Resource Planning
MBA 595	Current Issues in Leadership
MBA 597	Entrepreneurship

Total Credit Hours: 33-36 credits

ACADEMIC ADVISING

Because the 3+1 accelerated degree program curriculum and time frame to completion will vary depending upon each student's unique circumstances at the time of program entry, academic advising is a crucial part of this program. Personalized, one-on-one advising from a dedicated accelerated degree program advisor is one of the hallmarks of timely progress to graduation.

Students in the 3+1 accelerated degree program follow the same undergraduate and graduate curricula of our traditional programs, but at a faster pace. Earning a Bachelor's degree of 120 credits in three years requires that students take a minimum of 40 credit hours per year. This may involve a combination of on-ground, online, and summer courses.

Transferred credits will also impact program completion time. AP, IB, and dual enrollment credits earned by high school students before graduation are accepted.

WHAT IS THE 3+1 ACCELERATED DEGREE PROGRAM?

The 3+1 accelerated degree program in Marketing is an intense, yet rewarding, high-value opportunity for qualified students motivated to earn two degrees in just four years – a bachelor's degree followed by the One-Year Business Administration Program (MBA).

PROGRAM OVERVIEW

The undergraduate marketing major is designed for students planning a career in fields such as advertising, consumer relations, customer service, international business, marketing management, marketing research, promotion, retail services, sales, small business operations, and social media. Students develop a breadth of knowledge about the dynamic consumer orientation process by which people and organizations strive to anticipate and satisfy consumer needs and wants. The student develops an understanding of marketing concepts and functions.

Students then complete the 3+1 program with the One-Year Master of Business Administration Program (M.B.A.). Students' progress through the undergraduate coursework at an accelerated pace by taking additional courses throughout the year including on-ground, online, and summer course options.

ADMISSION REQUIREMENTS

Students eligible for the Saint Leo Honors Program qualify for admission into the 3+1 accelerated degree program. Honors Program eligibility includes a minimum 3.5 GPA and an SAT score of 1270+ or ACT score of 26+ for first-year students.

Students who transfer from another National Collegiate Honors Council (NCHC) recognized honors program with a minimum cumulative GPA of 3.5 are also eligible, as are transfer students with an A.A. or A.S. degree with a minimum GPA of 3.75.

Students with credentials just below the minimum eligibility requirements should contact their Saint Leo admission counselor to discuss their options.

BENEFITS OF THE 3+1 ACCELERATED DEGREE PROGRAM:

- No graduate-level entrance exams
- Preferential admission to the graduate program
- Ability to waive one MBA course (MBA 501) with proper qualifications gaining a competitive edge by graduating with two high value degrees in less time
- Ability to enter the workforce earlier, armed with an advanced degree that will likely increase career opportunities and earning potential
- Reduced tuition, fees, and housing costs necessary to earn both degrees.

INTERNSHIPS

A variety of internships are available through the Career Planning Department. For further information, students can contact their academic advisor or the Career Planning Department.

STUDENT MARKETING ORGANIZATION

The Saint Leo University student chapter of the American Marketing Association is a student-run organization, overseen by a faculty advisor. The organization allows students the opportunity to meet other students and business professionals while gaining valuable experience in preparing for future careers.

ALUMNI

Recent alumni have accepted positions in promotion (Chrysler), marketing research (Catalina Marketing), customer service (FedEx and USAA), and retail (Best Buy).

ACCREDITATION

Saint Leo University is accredited by the Commission on Colleges of the Southern Association of Colleges and Schools (SACS). The Business curriculum is also accredited by the Accreditation Council for Business Schools and Programs (ACBSP).

MARKETING CURRICULUM

To complete a major in Marketing, students must take the following courses:

University Explorations	42 credits
Choosing Wellness	3 credits
First Year Experience	1 credit

COMMON BODY OF KNOWLEDGE 36 CREDITS

Courses taken all College Business Majors:

ACC 201	Principles of Financial Accounting
ACC 202	Principles of Managerial Accounting
COM 327	Business Information Systems
ECO 201	Principles of Macroeconomics
ECO 202	Principles of Microeconomics
GBA 231	Business Law 1
GBA 334	Applied Decision Methods for Business
GBA 398	Integrated Perspectives on Business
MAT 201	Introduction to Statistics
MGT 301	Introduction to Internet Applications
FIN 325	Finance for Managers
MKT 301	Principles of Marketing

MARKETING MAJOR REQUIREMENTS 27 CREDITS

MKT 110	Marketing Career Development	1 Credit
MKT 315	Marketing Certificates	2 Credits

MKT 425	Marketing Internship
MKT 497	Data Driven Strategic Marketing

CHOOSE SIX (6) OUT OF THE FOLLOWING:

MKT 308	Personal Selling (3)
MKT 310	Integrated Marketing Communication (3)
MKT 327	Data and Web Analytics (3)
MKT 370	Gamification (3)
MKT 383	Consumer Behavior (3)
MKT 429	Advanced Directed Study and Research (1-3)

CHOOSE THREE (3) CREDITS FROM THE FOLLOWING:

ECO 412	Behavioral Economics (3)
COM 333	Web Design and Information Resources (3)
MGT 320	Entrepreneurship I (3)

May also work with your advisor to opt to take any CMS course.
MKT-300-400 Special Topics course when offered.

Additional Electives (may vary)	11 credits
Total Credits:	120 credits

ONE YEAR MBA PROGRAM CURRICULUM

The curriculum outline below is designed to help students better understand and utilize business principles and decision processes, as well as to provide a knowledge of functional operations to work more effectively in today's everchanging business environment.

MBA 525	Professional Development
MBA 501	Management Essentials
MBA 540	Managerial Economics
MBA 551	Business Analytics or
MBA 598	Statistics
MBA 560	Financial and Managerial Accounting
MBA 565	Marketing
MBA 570	Corporate Finance
MBA 575	Global Business Management
MBA 599	Strategic Management
MBA 625	Internship -(Optional)
Complete one of the following 2 choices:	
MBA 595	MBA 595 - Current Issues in Leadership 3 credits OR
MBA 597	Entrepreneurship 3 credits

Total Credit Hours	33-36 Credits
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ACADEMIC ADVISING

Because the 3+1 accelerated degree program curriculum and time frame to completion will vary depending upon each student's unique circumstances at the time of program entry, academic advising is crucial. Personalized, one-on-one advising from a dedicated accelerated degree program advisor is one of the hallmarks of this program and ensures that students stay on track for timely progress to graduation.

WHY CHOOSE A BACHELOR OF ARTS IN BUSINESS ADMINISTRATION?

You know you have a mind for business, but you cannot choose just one direction. Saint Leo's Business Administration degree is for you. This degree supports students who are interested in becoming generalists in business, offering a broad background across Management, Marketing and Communication disciplines in the Donald R. Tapia College of Business. Learn a diverse set of marketable skills to succeed in multiple roles and across multiple business settings.

Business Administration is the work of managing an organization's resources, time and people. Business administration professionals work to ensure that businesses and organizations are run effectively, efficiently and profitably.

PROGRAM OVERVIEW

The Bachelor of Arts in Business Administration offered at the University Campus provides students with the opportunity to obtain cross-disciplinary knowledge in business administration, combining coursework in Management, Marketing and Communication.

The Donald R. Tapia College of Business offers a solid foundation in the core competencies critical to success in today's business environment. All students must complete a group of courses called the Common Body of Knowledge (CBK), which addresses all topics and facets of business including Accounting, Analytics, Economics, Finance, Human Resources and Strategy.

Students also gain a liberal arts perspective through University Explorations (general education). The general education requirements, Common Body of Knowledge, and major coursework enables Saint Leo students to develop and sharpen critical thinking, problem solving, and communication skills.

FOUNDATIONAL COURSEWORK

University Explorations (UE)	42 credits
Common Body of Knowledge	36 credits

COMPLETE 3 COURSES FROM THE FOLLOWING CHOICES

(9 CREDITS)

CMS 205	Dynamic Presentations
CMS 323	Strategic Communication
CMS 355	Writing for Online Media
CMS 419	Digital Literacy

COMPLETE 3 COURSES FROM THE FOLLOWING CHOICES

(9 CREDITS)

MGT 320	Entrepreneurship
MGT 331	Human Resource Management
MGT 412	Organizational Behavior and Development
GBA 440	International Business

COMPLETE 3 COURSES FROM THE FOLLOWING CHOICES

(9 CREDITS)

MKT 308	Personal Selling
MKT 310	Integrated Marketing Communication
MKT 345	Social Media Marketing
MKT 383	Consumer Behavior

COMPLETE 1 COURSE FROM THE FOLLOWING CHOICES

(3 CREDITS)

MGT 425	Management Internship
MKT 425	Marketing Internship
CMS 425	Communication Studies Internship

COMPLETE THE FOLLOWING COURSE (3 CREDITS)

GBA 498	Strategic Management
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GENERAL ELECTIVE CREDITS: COMPLETE ENOUGH GENERAL ELECTIVE CREDIT HOURS TO FULFILL TOTAL HOURS REQUIRED FOR DEGREE COMPLETION 120 CREDITS

TRIAD PROGRAM

This program is designed to allow students the option to complete **up to 3 specializations** at no extra cost.

- **COMMUNICATIONS SPECIALIZATION** - Complete the 4 CMS courses listed above plus 1 Communications Elective.
- **MANAGEMENT SPECIALIZATION** - Complete the 4 MGT courses listed above (instead of 3).
- **MARKETING SPECIALIZATION** - Complete the 4 MKT courses listed above (instead of 3).

All of these specializations may be completed within the bachelor's degree program in the normal 4-years completion period.



BA: COMMUNICATION

*CS, DC, OR DMI

**Communication Studies, Digital Communication or Digital Media Influencer*

PROGRAM OVERVIEW

The Donald R. Tapia College of Business is home to the Communication major which offers three distinct tracks: Digital Communication, Social Media Influencer, and Communication Studies. The major prepares students to use communication for organizations in a variety of ways, for example, to create messages and engage audiences.

The Communication program takes an applied approach that provides students the opportunity to acquire industry specific skills. The robust curriculum allows student novices to advance to subject field experts. Students are provided more class choices within each track. Communication majors are required to take 4 business courses to include: MGT 301 Principles of Management, MKT 301 Principles of Marketing, GBA 231 Business Law and ACC 201 Principles of Financial Accounting or ECO 201 Principles of Macroeconomics or ECO 202 Principles of Microeconomics or MAT 201 Introduction to Statistics. A foundation in the core business competencies is critical to success in today's business world.

The combination of the liberal arts perspective found in the University Explorations (general education) requirements, as well as the required business coursework and the major, enables Saint Leo students to develop and sharpen critical thinking, problem-solving, and communication skills. Communication majors will be posed to meet the variety of communication needs that businesses have today.

Communication Studies is a traditional way of looking at the communication discipline. In this track, students learn how to persuade, negotiate, inform, give presentations, and the theory behind the discipline. Students interested in this track have great flexibility in career choice. Communication Studies is great at showing how organizational, interpersonal and family relationships function smoothly and can help students land careers in professions like public relations, sales, management and marketing.

COMMUNICATION MAJOR: 3 TRACKS

The Bachelor of Arts degree in Communication is designed for students interested in a variety of careers. The three tracks are (1) communication studies, (2) digital communication, and (3) digital media influencers. The communication studies track provides a broad view of communication in both everyday life and business. It has the greatest flexibility for career paths.

The digital communication track is for students interested in the technical aspects of producing content such as video and audio editing or graphic design. The digital media influencers track focuses on content creation, distribution, promotion and monetization.

The Communication program teaches the theory and practice using industry standard software and tools. There is flexibility of switching tracks based on evolving interests of a student. The interdisciplinary nature of the major allows students to include other courses outside of the communication discipline, such as English, Marketing and Theatre. This only further prepares students for a wide range of career paths.

ACCREDITATION

Saint Leo University is accredited by the Commission on Colleges of the Southern Association of Colleges and Schools (SACS).

CAREER OPPORTUNITIES

The program's multi-faceted graduates are highly sought after in today's job market. Recent alumni have accepted positions at Home Shopping Network, iHeart Media, Lexus Auto Group, Busch Gardens (Tampa), Disney World (Orlando), WBCN (Boston), Fox Sports, Florida Hospital, and Mosaic.

HONOR SOCIETIES AND CLUBS

Communication majors may be invited to join the national communication honor society, Lambda Pi Eta, which recognizes, fosters, and rewards outstanding scholastic achievement in communication. Students may also join Women in Business and

the American Marketing Association.

INTERNSHIPS

Communication majors complete two internships. Many interns are hired by the firms they intern with after graduation.

COMMUNICATION MANAGEMENT CURRICULUM

To complete a major in Communication Management, students will need to take the following courses:

University Explorations	42 credits
First Year Experience	1 credit
Business Core	12 credit
Communication Core	18 credit
Cross Disciplinary Electives	9 credit

COMMUNICATION MAJOR: 3 TRACKS (SELECT ONE)

Communication Studies - CS	24 credits
Digital Communication - DC	24 credits
Digital Media Influencer - DMI	24 credits

PLUS, ENOUGH ELECTIVE CREDITS TO TOTAL 120 CREDITS

BUSINESS CORE (12 CREDITS)

MGT 301	Principles of Management
MKT 301	Principles of Marketing
GBA 231	Business Law I

PLUS, COMPLETE 1 COURSE FROM THE FOLLOWING CHOICES

ACC 201	Principles of Financial Accounting
ECO 201	Principles of Macroeconomics
ECO 202	Principles of Microeconomics
MAT 201	Introduction to Statistics

COMMUNICATION CORE (18 CREDITS)

CMS 101	Introduction to Communication and Media Studies
CMS 301	Applied Communication Theory
CMS 323	Strategic Communication
CMS 410	Digital Literacy
CMS 425	Communication Internship 3-12 credits
CMS 498	Senior Capstone

CROSS DISCIPLINARY ELECTIVES (9 CREDITS) COMPLETE 3 COURSES FROM THE FOLLOWING CHOICES (2 MUST BE 300/400 LEVEL)

COM 333	Web Design and Information Resources
*ENG 310	Social Media Communications
*ENG 450	Desktop Publishing and Design
FAS 238	Directing
§FAS 327	Acting III Acting for Camera and Voice
MKT 310	Integrated Marketing Communication
MKT 327	Data and Web Analytics
MKT 332	Non-Profit and Social Marketing
MKT 345	Social Media Marketing
SPB 101	Introduction to Sport Business
SPB 240	Media Relations in Sport Business
SPB 360	Sport Marketing and Promotion

*This course is cross listed

§This course has a prerequisite

COMMUNICATION STUDIES SPECIALIZATION (24 CREDITS)

*CMS 205	Dynamic Presentations
CMS 303	Interpersonal Communication
CMS 324	Public Relations
CMS 340	Negotiation Strategies

PLUS, COMPLETE 4 COURSES FROM THE FOLLOWING CHOICES

CMS 210	Video Production
CMS 220	Radio Practicum
*CMS 305	Visual Design
CMS 310	Post-Production
CMS 330	Podcasting
*CMS 335	Digital Photography
*CMS 355	Writing for Online Media

DIGITAL COMMUNICATION SPECIALIZATION (24 CREDITS)

CMS 210	Video Production
*CMS 305	Visual Design
CMS 310	Post-Production
*CMS 335	Digital Photography

PLUS, COMPLETE 4 COURSES FROM THE FOLLOWING CHOICES

*CMS 205	Dynamic Presentations
CMS 220	Radio Practicum I
CMS 303	Interpersonal Communication
CMS 324	Public Relations
CMS 330	Podcasting
CMS 340	Negotiation Strategies
*CMS 355	Writing for Online Media

DIGITAL MEDIA INFLUENCER SPECIALIZATION (24 CREDITS)

*CMS 205	Dynamic Presentations
CMS 330	Podcasting
*CMS 355	Writing for Online Media

PLUS, COMPLETE 4 COURSES FROM THE FOLLOWING CHOICES

CMS 210	Video Production
CMS 220	Radio Practicum I
CMS 303	Interpersonal Communication
*CMS 305	Visual Design
CMS 310	Post-Production
*CMS 335	Digital Photography
CMS 340	Negotiation Strategies

*This course is cross listed

PROGRAM OVERVIEW

The Management major offered at the University Campus provides students with the opportunity to obtain in depth knowledge in business management.

The Donald R. Tapia College of Business offers a solid foundation in the core competencies critical to success in today's business environment. All students must complete a group of courses called the Common Body of Knowledge, which addresses all topics and facets of business.

Students also gain a liberal arts perspective through University Explorations (general education). The general education requirements, Common Body of Knowledge, and major coursework enables Saint Leo students to develop and sharpen critical thinking, problem-solving, and communication skills.

WHY MAJOR IN MANAGEMENT?

- According to CNBC, management degrees are ranked number 8 in the top 10 degrees in demand for 2017, with a median salary range of \$97,730.
- The U.S. Department of Labor reports that the median annual wage for management occupations was \$107,360 May 2022, making it the highest wage of all the major occupational groups.
- According to the U.S. Census Bureau, the unemployment rate for management degree holders in 2009 was 3 percent less than the average unemployment rate.
- The U.S. Department of Labor states management occupations are projected to grow 6 percent from 2014 to 2024.

STUDY ABROAD

The University offers students the opportunity to study in France, Italy, Ecuador, Spain, Australia, Ireland, Scotland, Greece, and England, the last of which is also available as an unpaid scholarship. For further information, contact the Director of Multicultural and International Services in Campus Life.

INTERNSHIPS

Internships provide course credits and are required for the Management major. A variety are available through the Career Planning Department. For further information, students can contact their academic advisor or the Assistant Director of Career Planning.

ALUMNI

Recent alumni have accepted management positions in retail, sales, government, military, manufacturing, and IT, in addition to pursuing graduate degrees.

MANAGEMENT MAJOR CURRICULUM

To complete a major in Management, students will need to take the following courses:

University Explorations	42 credits
Choosing Wellness	3 credits
First Year Experience	1 credit

Common Body of Knowledge 36 credits

Courses taken by all School of Business majors:

ACC 201	Principles of Financial Accounting
ACC 202	Principles of Managerial Accounting

COM 327	Business Information Systems & Analytics
ECO 201	Principles of Macroeconomics
ECO 202	Principles of Microeconomics
GBA 231	Business Law I
GBA 334	Applied Decision Methods
GBA 398	Integrated Perspectives in Business
MAT 201	Introduction to Statistics
MGT 301	Principles of Management
FIN 325	Finance for Managers
MKT 301	Principles of Marketing

Major Requirements

27 credits

GBA 321	Essential Business Skills
GBA 440	International Business
GBA 498	Strategic Management
MGT 320	Entrepreneurship I
MGT 331	Management of Human Resources
MGT 412	Organizational Behavior and Development
MGT 425	Management Internship *
MGT 430	Business, Government, and Society
MGT 441	Labor Relations

*Internships may be three to 12 credits depending on the student's and employer's needs, although only three credits are required.

Additional Electives (may vary)

11 credits

Total Credits

120 credits

Management Minor

MGT 301	Principles of Management
Four 300/400 MGT Courses	

Total Credits: 15

PROGRAM OVERVIEW

The Donald R. Tapia College of Business offers a solid foundation in the core competencies critical to success in today's business world. All students must complete the Common Body of Knowledge courses to gain understanding and familiarity with all topics and facets of business.

The combination of the liberal arts perspective found in the University Explorations (general education) requirements, the Common Body of Knowledge coursework, and the major enables Saint Leo students to develop and sharpen critical thinking, problem-solving, and communication skills.

MAJOR IN MARKETING

The Marketing major provides students at the University Campus the opportunity to obtain a greater depth of knowledge in marketing than the specialization alone provides. Saint Leo is situated just minutes from Tampa, Wesley Chapel and other major communities providing students with a variety of marketing specialty companies and other internship opportunities.

The Marketing major is designed to prepare students for a wide variety of marketing careers including, but not limited to: sales, social media marketing, digital marketing, retail management, promotions and strategic marketing management. Flexibility exists within the Marketing major so students can tailor a program to meet their individual career aspirations. Students develop a breadth of knowledge about the dynamic consumer orientation process by which organizations strive to anticipate and satisfy consumer needs and wants. Through this, the student develops an understanding of marketing concepts and functions.

ACCREDITATION

Saint Leo University is accredited by the Commission on Colleges of the Southern Association of Colleges and Schools (SACS). The Business programs are also accredited by the Accreditation Council for Business Schools & Programs (ACBSP).

STUDENT ORGANIZATION

The Saint Leo University chapter of the American Marketing Association (AMA) is a student-run organization overseen by a faculty advisor. The AMA is an award winning organization, that allows students to meet other students and business professionals, while gaining valuable experience in preparing for future careers.

STUDY ABROAD

The University offers students the opportunity to study in France, Italy, Ecuador, Spain, Australia, Ireland, Scotland, Greece, and England, the last of which is also available via an unpaid internship. For further information, contact the Associate Director of Multicultural and International Services in Campus Life.

ALUMNI

Recent alumni have accepted positions in marketing research (Catalina Marketing), promotion (Chrysler), retail (Best Buy), and customer service (Fed Ex and USAA).

INTERNSHIPS

A variety of internships are available through the Career Planning Department. For further information, students can contact their academic advisor or the Career Planning Department.

MARKETING CURRICULUM

To complete a major in Marketing, students must take the following courses:

University Explorations	42 credits
Choosing Wellness	3 credits
First Year Experience	1 credit

Common Body of Knowledge

36 credits

Courses taken by all School of Business majors:

ACC 201	Principles of Financial Accounting
ACC 202	Principles of Managerial Accounting
COM 327	Business Information Systems & Analytics
ECO 201	Principles of Macroeconomics
ECO 202	Principles of Microeconomics
GBA 231	Business Law I
GBA 334	Applied Decision Methods
GBA 398	Integrated Perspectives in Business
MAT 201	Introduction to Statistics
MGT 301	Principles of Management
FIN 325	Finance for Managers
MKT 301	Principles of Marketing

Major Requirements

27 credits

MKT 110	Marketing Career Development	1 credit
MKT 315	Marketing Certifications	2 credits
MKT 425	Marketing Internship	
MKT 497	Data Driven Strategic Market	

Plus SIX of the following:

CMM 324	Public Relations
CMM 333	Web Design & Info Resources
ECO 412	Behavioral Economics
MGT 320	Entrepreneurship I
MKT 300/400	Special Topics (When Offered)
MKT 308	Personal Selling
MKT 310	Marketing Career Development
MKT 327	Data and Web Analytics
MKT 332	Non-Profit & Social Marketing
MKT 336	Retailing
MKT 345	Social Media Marketing
MKT 371	Digital Story Telling Course
MKT 383	Consumer Behavior
MKT 429	Advanced Directed Study & Research
MMM 355	Writing for Interactive Media
MMM 420	Graphic Design

Additional Electives (may vary) 11 credits

Total Credits 120 credits

MARKETING MINOR

MKT 301	Principles of Marketing
Plus Four other Upper Level marketing courses (which may include GBA 440)	

Total Credits 15 credits

PROGRAM OVERVIEW

The primary goal of the Sport Business program at Saint Leo University is to help students develop a comprehensive understanding and practical knowledge of planning, organizing, promoting, managing, and evaluating events within sport organizations. When students immerse themselves in the program, they become proficient in analyzing and resolving issues that pertain specifically to the sport industry, while strengthening their overall business skills.

Today, the sport industry is recognized as one of the fastest growing areas in our country's economy. In addition, the global sports industry is now valued at \$1.5 trillion, and is central in global brand-building and economic expansion strategies for emerging growth companies in apparel, mobile technology, sporting venues, and more.

Saint Leo University has dedicated faculty and industry resources resulting in a Sport Business program that stands apart in terms of curriculum and career preparation.

You can pursue a career with professional sport franchises, sport facilities, sporting goods retailers, college athletic departments, and many other industries.

SPORT BUSINESS CURRICULUM

First Year Experience	1 credit
Foundation Courses	21 credits
University Explorations	24 credits
Common Body of Knowledge	33 credits

ACC 201	Principles of Financial Accounting
ACC 202	Principles of Managerial Accounting
COM 327	Business Information Systems & Analytics
ECO 201	Principles of Macroeconomics
ECO 202	Principles of Microeconomics
FIN 325	Finance for Managers
GBA 334	Applied Decision Methods
GBA 398	Integrated Perspectives in Business
MAT 201	Introduction to Statistics
MGT 301	Principles of Management
MKT 301	Principles of Marketing

Major Requirements

36 credits

SPB 101	Introduction to Sport Business
SPB 230	Sport Facility and Event Management
SPB 240	Media Relations in Sport
SPB 330	Social and Ethical Issues in Sport
SPB 360	Sport Marketing & Promotion
SPB 380	Sport Sales
SPB 395	Practicum (Elective)
SPB 415	Sport Analytics
SPB 420	Sport Finance
SPB 430	Legal Issues in Sport
SPB 449	Professional Development Seminar
SPB 495	Internship (6 credits)

Additional Electives (may vary)

5 credit

Total Credits

120 credits

Minor Available in:

Marketing and Sales in Sport	15 credits
Sport Communication & Broadcasting	15 credits

INTERNSHIPS

A sample of organizations that the Saint Leo University Sport Business Program has current internship affiliation agreements with:

- Tampa Bay Buccaneers (NFL)
- Boston Bruins (NHL)
- Boston Red Sox (MLB)
- Amalie Arena/Tampa Bay Lightning (NHL)
- Houston Dynamo (MLS)
- Chadstone Lacrosse Club (Australia)
- FC Bayern Munich (Germany)
- Florida Collegiate Baseball League
- Orange Bowl
- IMG Academies
- Madison Square Garden
- Pennsylvania Golf Association
- Saint Leo University Athletics
- Tampa Sports Authority
- Tampa Yankees (MiLB)
- University of Florida Stephen C. O'Connell Center
- University of South Florida Athletics
- United Soccer League
- USA Rugby
- Valspar Championship (PGA Tour)
- Wells Fargo Center—Philadelphia

- New York City Football Club
- University of Connecticut Athletics
- USA Today Sports Media Group
- Orlando City Soccer (MLS)
- New Hampshire Motor Speedway
- Treasure Coast Sports Commission
- Minor League Baseball Office
- Greater Springfield Convention and Visitors Bureau
- IMG Academies
- Nova Southeastern University Athletics
- S.A.F.E. (Security, Athletic Facilities & Events) Management
- University of Arkansas Athletics
- Ironman World Headquarters
- Tampa Bay Convention Center
- Florida State Golf Association
- Tampa Bay Sports Commission
- Professional Sports Publications
- Elite Sports Academy
- The Scouting Block
- Ted Williams Foundation
- University of South Florida Athletics
- West Indies Cricket Board (Antigua)
- New York Athletic Club
- Prep Baseball Report
- Sarah Vande Berg Tennis & Wellness Center
- Mexican Football Federation

SUCCESS STORIES

Saint Leo Sport Business students and alumni are employed throughout the industry. A sample of organizations that have employed Saint Leo Sport Business graduates include:

- Orlando Magic (NBA)
- New York Yankees (MLB)
- New Orleans Saints (NFL)
- New Orleans Pelicans (NBA)
- Cincinnati Reds (MLB)
- Houston Astros (MLB)
- New York Mets (MLB)
- Philadelphia Phillies (MLB)
- Houston Dynamo (MLS)
- Tampa Bay Buccaneers (NFL)
- Tampa Bay Rays (MLB)
- New York Red Bulls (MLS)
- Amalie Arena/Tampa Bay Lightning (NHL)
- The Aspire Group, Inc.
- United Soccer League
- Embry Riddle Aeronautical University Athletics
- National College Athletic Association (NCAA)
- Aramark Refreshment Services
- Oklahoma Christian University Athletics
- Feld Entertainment
- Tulane University
- Adidas Group
- UK Sport

PROGRAM OVERVIEW

The Donald R. Tapia College of Business offers a solid foundation in the core competencies critical to success in today's business world. All business majors complete the Common Body of Knowledge courses to gain understanding and familiarity with all topics and facets of business. Students also gain a liberal arts perspective found in the University Explorations (general education) program. The general education requirements, Common Body of Knowledge, and major coursework enable Saint Leo graduates to develop and sharpen critical thinking, problem-solving, and communication skills.

ACCREDITATION

Saint Leo University is accredited by the Commission on Colleges of the Southern Association of Colleges and Schools (SACS). The business programs are also accredited by the Accreditation Council for Business Schools & Programs (ACBSP).

ACCOUNTING MAJOR

The Bachelor of Science in Accounting is designed to prepare a university graduate for entry-level accounting positions in profit, not-for-profit, and governmental environments. The program provides a foundation for students who wish to continue their education to become a Certified Public Accountant (CPA), Certified Management Accountant (CMA), or enter law school. An Accounting Minor can be added to any other degree program and is detailed below.

Accounting Minor		Credit Hours
ACC 201	Principles of Accounting I	3
ACC 202	Principles of Accounting II	3
ACC 301	Intermediate Accounting I	3
ACC 302	Intermediate Accounting II	3
One 300 or 400 level Accounting course		3
Total Credits		15

ACCOUNTING CURRICULUM

	Credit Hours
University Explorations	42
First Year Experience	1
Common Body of Knowledge - Business	36
Accounting Major	27
Additional Electives	14
Total Credits to Graduate	120

COURSES TAKEN BY ALL COLLEGE OF BUSINESS MAJORS:

ACC 201	Principles of Financial Accounting
ACC 202	Principles of Managerial Accounting
COM 327	Business Information Systems & Analytics
ECO 201	Principles of Macroeconomics
ECO 202	Principles of Microeconomics
GBA 231	Business Law I

GBA 334	Applied Decision Methods
GBA 398	Integrated Perspectives in Business
MAT 201	Introduction to Statistics
MGT 301	Principles of Management
FIN 325	Finance for Managers
MKT 301	Principles of Marketing

SUB-TOTAL **Common Body of Knowledge - Business** **36 credits**

All Accounting Majors must complete the upper level courses listed below. To enroll in these courses, a grade of C or better must be obtained in the required Accounting course prerequisite.

ACC 301	Intermediate Accounting I
ACC 302	Intermediate Accounting II
ACC 303	Accounting Information Systems
ACC 331	Cost Accounting
ACC 401	Advanced Accounting
ACC 411	Auditing
ACC 421	Individual Federal Income Taxes
ACC 430	International Accounting
ACC 498	Financial Statement Analysis

SUB-TOTAL **Common Body of Knowledge - Business** **27 credits**

CAREER OPPORTUNITIES:

Accounting majors find careers with the organizations:

- Bodine Perry CPAs
- Business Risk Partners (BRP)
- Clifton Larsen Allen (CLA)
- Ernst & Young (EY)
- Marcum LLP
- MSL CPAs & Advisors
- Price Waterhouse Coopers (PWC)
- Internal Revenue Service (IRS)

Additionally, Saint Leo offers a Master of Accounting that can be completed as an online program or evening program at our Tampa Education Center. This degree provides the additional 30 credit hours necessary to become a licensed CPA.

INTERNSHIPS & OTHER OPPORTUNITIES

The majority of campus students are offered internships in the spring semester of their senior year. Many go on to complete graduate degrees at prestigious universities and are offered full-time positions with CPA firms and other organizations.

INSTITUTE OF MANAGEMENT ACCOUNTANTS STUDENT CHAPTER (IMASC)

The IMASC, a student-led organization, is open to all students. Students have the opportunity to network with professionals, participate in community service projects and attend social events.

FINANCE MINOR

The Minor in Finance can be added to any other degree program and is detailed below with 12 additional credits.

FIN 325	Finance for Managers - Part of common Body Knowledge
FIN 430	Financial Planning
FIN 410	Investment/Portfolio Mgmt.
FIN 420	International Finance
FIN 450	Applied Finance

PROGRAM OVERVIEW

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ECONOMICS MAJORS

The Bachelor of Science in Economics with a STEM designation is only offered at University Campus and prepares students for careers in business, finance, national, state, and local government, public and private research organizations, and nonprofit organizations. Students will develop competencies (i.e., grounding in economic theory and critical thinking) and the ability to apply a broad set of tools (i.e., data analysis, visualization, and written communication and presentation ability) to solve real-world economic and social problems.

ECONOMICS MINOR

An Economics minor can be added to any other degree program and is detailed below.

ECO 201	Principles of Macroeconomics
ECO 202	Principles of Microeconomics
3 upper-level (300 or 400) economics courses	

FINANCE MINOR

BS Economics students are encouraged to pursue the Minor in Finance offered in our department.

FIN 325	Finance for Managers
FIN 430	Financial Planning
FIN 410	Investment/Portfolio Management
FIN 420	International Finance
FIN 450	Applied Finance

ECONOMICS CURRICULUM

First Year Experience	1 credit
Choosing Wellness	3 credits
University Explorations	42 credit
Common Body of Knowledge	36 credits

Courses taken by all College of Business Students

ACC 201	Principles of Financial Accounting
ACC 202	Principles of Managerial Accounting
COM 327	Business Information Systems
ECO 201	Principles of Macroeconomics
ECO 202	Principles of Microeconomics

GBA 231	Business Law I
GBA 334*	*replaced by ECO 311 below
GBA 398	Integrated Perspective in Business
MAT 201	Introduction to Statistics
MGT 301	Principles of Management
FIN 325	Finance for Managers
MKT 301	Principles of Marketing

Major Requirements

24 credits

All Economics majors must complete the upper level courses listed below plus two upper-level economics or finance electives (not including FIN 325 in the CBK).

ECO 301	Intermediate Macroeconomics
ECO 302	Intermediate Price Theory
ECO 311	Analytical Tools for Economists
ECO 411	Game Theory
ECO 422	Econometrics
ECO 498	Senior Seminar in Economics

Additional Electives (may vary)	14 credits*
Total Credits	120 credits

* With 14 additional elective credits available, a double-major is easy to complete. This unique opportunity requires only a few additional credits beyond the 120 total.

CAREER OPPORTUNITIES

Economics majors find careers as:

- Entry-level Economist
- Quantitative Analyst
- Business Analyst
- Financial Analysts/Planners
- Regional Planner
- Operations/Data Analysts
- Research Analyst
- Purchasing Managers

ACCREDITATION

Saint Leo University is accredited by the Commission on Colleges of the Southern Association of Colleges and Schools (SACS).

The business curriculum is also accredited by the Accreditation Council for Business Schools and Programs (ACBSP).

ECONOMICS CLUB

The Economics Club exists to engage students who express an interest in economics through academic, social, and professional events in an effort to extend economic education beyond the classroom.

Objectives Include:

1. Generate interest in the application of economics throughout campus
2. Host and promote events on and off campus that encourage and promote the growth of the economic department and the student body
3. Present opportunities for students to apply their knowledge and experience economics outside of the traditional classroom setting
4. Engage with students outside the economic major and cooperate with other relevant student organizations to encourage campus wide involvement.

OMICRON DELTA EPSILON HONOR SOCIETY

Omicron Delta Epsilon is one of the world's largest academic honor societies, with approximately 700 chapters located in the US, Mexico, France, South Africa, the United Arab Emirates, and so on. ODE aims to provide recognition to scholars with outstanding achievements in economics and to establish closer ties between economics students and faculty within colleges and universities. This honor society is hugely beneficial to its members and offers exceptional networking opportunities.