

## Player and Team Performance Analytics Track

Economics major with 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 then apply for admission into the sports marketing program and gain acceptance in order to pursue the Player and Team Performance Analytics Track.

<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	MNGT 342	

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

Note: Students are required to complete an internship in the [Center for Sports Analytics](#) at Samford University during their junior year. Students wishing to pursue a career in Player and Team Performance Analytics will complete an internship revolving around player salary optimization, draft scoring, Sabermetrics, game tactics analysis, sports science, or other player and team performance topics.

Students are also required to complete an internship with an outside sports team during their senior year. Samford's strong relationships with dozens of professional sports teams are leveraged to assist students in obtaining internships across a variety of sports. For example, Samford is the [official analytics partner](#) with Legion FC – Birmingham's professional soccer team.