

# ASSOCIATE OF APPLIED BUSINESS DEGREE

## SPORT MARKETING AND MANAGEMENT

The Sport Marketing and Management program is designed to prepare students to work in the sports industry. This program emphasizes the management, business, and leadership skills necessary to launch or enhance the sports business career. Reflected in the curriculum are the present issues in today's global sports industry and how integrating what is learned in the classroom can be immediately applicable to the workplace.

The sports industry is competitive; and, for students to succeed, it is necessary to network and build relationships in the industry while pursuing undergraduate education. This program seeks to maximize student contact with industry professionals and enhance understanding of the business of sport through academic preparation.

### MISSION STATEMENT:

The Sport Marketing and Management program provides students an opportunity to combine marketing and management fundamentals with the sport and recreation industry, while preparing students to become well-trained business professionals.

### Curriculum:

#### 108 Credit Hours

#### Length: 6 Quarters

#### Technical and Basic Requirements:

##### 62 Credit Hours

AC114 Accounting I/5  
BU240 International Business I/5  
DP150 Spreadsheet Applications/3  
FI210 Principles of Finance/5  
MA121 Principles of Management/5  
MT245 Integrated Marketing Communications/5  
SM130 Principles of Sport Management/5  
SM150 Sport in Society/3  
SM170 Managing Fitness Concepts/3  
SM190 Sport Marketing/5  
SM230 Facility and Event Management/3  
SM240 History of Sport in the United States/3  
SM250 Sport Law/5  
SM289 Sport Internship I/1  
SM290 Sport Internship II/3  
SM292 Sport Capstone/3

#### General Education Requirements:

##### 37 Credit Hours

CO179 Introduction to Human Communication/3  
EN180 Composition I/5  
EN200 Composition II/5  
MH169 Business Math/5  
MH190 Algebra/5  
PY177 Introduction to Psychology/3  
OR  
SO186 Sociology/3  
SC200 Principles of Ecology/3  
UN110 First-Year Experience/2  
UN220 Introduction to Diversity Issues/3  
Any 100- or 200-level AR, EN, HI, RE, or SP course/3

#### General Education Electives:

##### 3 Credit Hours

Choose 100- or 200-level courses from the general education subject categories, which may include Art (AR), English (EN), History (HI), Math (MH), Political Science (PS), Psychology (PY), Religion (RE), Sociology (SO), Spanish (SP), or University Survey (UN).

#### Specialized Electives:

##### 6 Credit Hours

Choose courses at the 100 or 200 level that are not required in your program.

Note: Elective courses can apply to only one degree level. The same course cannot be re-used to satisfy the elective requirements at the Associate's Degree level and again at the Bachelor's Degree level.