BACHELOR OF SCIENCE DEGREE

SPORT MARKETING AND MANAGEMENT

The Sport Marketing and Management 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.

180 Credit Hours

Technical and Basic Requirements: 93 Credit Hours
AC114  Accounting I/5*
BU240  International Business I/5*
BU320  Legal Issues in Consumer Sales Transactions/5
FI210  Principles of Finance/5*
MA121  Principles of Management/5*
MA322  Organizational Behavior/5
MA447  Global Management Issues/5
MT353  Services Marketing/3
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*
SM300  Sport Communication/5
SM320  Sport Promotion/5
SM380  Psychology of Sport/3
SM400  Special Topics in Sport/3
SM450  Sport and Public Policy/5
SM488  Sport Internship I/1
SM489  Sport Internship II/3
SM490  Sport Capstone/3

General Education Requirements: 69 Credit Hours
CO179  Introduction to Human Communication/3*
CO445  Group Dynamics/3
EN  Any 300/400 level EN course/3
EN180  Composition I/5*
EN200  Composition II/5*
MH169  Business Math/5*
MH190  Algebra/5*
MH310  Finite Mathematics/3
OR
MH315  Calculus/3
MH350  Statistics/5
MH420  Quantitative Methods/3
PY177  Introduction to Psychology/3*
OR
SO186  Sociology/3*
SC200  Principles of Ecology/3*
SC320  Biology/3
OR
SC330  Physics/3
UN110  First-Year Experience/2*
UN220  Introduction to Diversity Issues/3*
Any 100/200 level AR, EN, HI, RE, or SP course/3*
Any 300/400 level PY or SO course/3
Any 300/400 level AR, CO, HI, PH, PO, or WS courses/9

General Education Electives: 9 Credit Hours
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).

6 Credit Hours
Choose 300- or 400-level courses from the general education subject categories, which may include Art (AR), Communication (CO), English (EN), History (HI), Math (MH), Popular Culture (PO), Psychology (PY), Science (SC), Sociology (SO), University Survey (UN), or Women's Studies (WS).

Specialized Electives: 9 Credit Hours
3 Credit Hours*
Choose a course at the 100 or 200 level that is not required in your program.

6 Credit Hours
Choose two 300- or 400-level courses 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.

*Denotes first and second year courses