

Major:

Sport Management (B.S.)

Departments/Programs:

Health and Human Performance (Undergraduate)

Careers in sport management are geared toward the expansive world of sports. Behind the players and the game itself, there are infrastructures in place to ensure the games continue. As in all businesses, sports organizations need managers, accountants, marketing and advertising managers, sales people and operations managers to organize and operate effectively.

Learning Outcomes

Majors will be able to:

1. Expand the overall breadth of knowledge of the sport industry.
2. Effectively and appropriately communicate through oral and written skills
3. Problem solve - to critically think and analyze situations to find solutions through experience and conversation.

Sport Management Major (46-47 hours)

| Core Requirements | 44-45 hours |
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| HHP 1700 Introduction to Sport Management and Leadership | 3 hours |
| HHP 1740 Sport in Society | 2 hours |
| HHP 2920 Sport Facility and Event Management | 3 hours |
| HHP 3210 Current Issues and Ethics in Sport | 3 hours |
| HHP 3700 Sport Law and Governance | 3 hours |
| HHP 3730 Sports Marketing and Communication | 3 hours |
| HHP 4220 Sport Finance | 3 hours |
| HHP 4970 Internship | 3 hours |
| ACCT 1310 Principles of Accounting I | 3 hours |
| ACCT 1320 Principles of Accounting II | 3 hours |
| ECON 1540 Microeconomic Principles | 3 hours |
| BUSAD 2000 Principles of Marketing | 3 hours |
| BUSAD 2300 Business Communication | 3 hours |
| BUSAD 2500 Principles of Management | 3 hours |
| Choose one of the following: | |
| <ul style="list-style-type: none">• BUSAD 2100 Business and Economic Statistics• MATH 1300 Statistics• PSYCH 2100 Psychological Statistics• SOC 3930 Quantitative Research Methods• SOC 3940 Qualitative Research Methods• Other course with departmental approval. | 3-4 hours |
| Capstone Courses | 2 hours |
| HHP 3990 Professional Engagement | 1 hour |

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| Capstone Courses | | 2 hours |
| HHP 4990 Senior Capstone | | 1 hour |
| Recommended | | |
| Minor in Marketing | | 21 hours |
| Minor in Human Resources Management | | 18-19 hours |