Sport Management B.S.

Degree Requirements: 124 Credit Hours

See Core Curriculum for required courses in Area A1 through Area E.

<table>
<thead>
<tr>
<th>Credit Hours</th>
<th>General Requirements (Core A - E)</th>
<th>42</th>
</tr>
</thead>
<tbody>
<tr>
<td>Additional Requirements</td>
<td>4</td>
<td></td>
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<tr>
<td>Area F - Courses Appropriate to Major</td>
<td>18</td>
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</tr>
<tr>
<td>ACCT 2030</td>
<td>Survey of Accounting</td>
<td></td>
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<tr>
<td>CISM 2530</td>
<td>Advanced Business Applications</td>
<td></td>
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<tr>
<td>COMM 1110</td>
<td>Public Speaking</td>
<td></td>
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<tr>
<td>ECON 2105</td>
<td>Principles of Macroeconomics</td>
<td></td>
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<tr>
<td>SMGT 2130</td>
<td>Introduction to Sport Management</td>
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<tr>
<td>STAT 1401</td>
<td>Elementary Statistics</td>
<td></td>
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<tr>
<td>Major Requirements</td>
<td>60</td>
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<tr>
<td>Sport Management Core</td>
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<tr>
<td>SMGT 2230</td>
<td>Social Issues of Sport</td>
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<td>SMGT 3236</td>
<td>Financial Management of Sport</td>
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<td>SMGT 3238</td>
<td>Management of Sport Organizations</td>
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<tr>
<td>SMGT 3735</td>
<td>Sport Management Practicum (Proposed Course - SMGT Practicum)</td>
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<td>SMGT 4330</td>
<td>Facility and Event Management</td>
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<tr>
<td>SMGT 4337</td>
<td>Legal Aspects of Sport</td>
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<tr>
<td>SMGT 4735</td>
<td>Sport Management Internship</td>
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<tr>
<td>Sport Management Concentrations (Students must choose one concentration)</td>
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<tr>
<td>SMGT 3330</td>
<td>Sport Promotion and Marketing</td>
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<tr>
<td>SMGT 3531</td>
<td>Brand Management in Sport (Proposed Course - Brand Management in Sport)</td>
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<tr>
<td>SMGT 4531</td>
<td>Data Driven Sales in Sport Organizations (Proposed Course - Data Driven Sales in Sport Organizations)</td>
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<tr>
<td>SMGT 4533</td>
<td>Sport Ticket and Sponsorship Sales (Proposed Course - Sport Ticket &amp; Sponsorship Sales)</td>
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<tr>
<td>Guided Electives (6 credit hours)</td>
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<tr>
<td>Sport Development Concentration</td>
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<tr>
<td>SMGT 3530</td>
<td>Principles of Sport Development (Proposed Course - Principles of Sport Development)</td>
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<tr>
<td>SMGT 3532</td>
<td>Leadership and Programming in Sport Development (Proposed Course - Leadership &amp; Programming in Sport Development)</td>
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<tr>
<td>SMGT 4338</td>
<td>Sport Policy Development</td>
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<td>SMGT 4532</td>
<td>Assessment and Evaluation in Sport Development (Proposed Course - Assessment &amp; Evaluation in Sport Development)</td>
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<td>Guided Electives (6 credit hours)</td>
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<tr>
<td>Athletic Administration Concentration</td>
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<tr>
<td>Choose two courses from SMGT 3330, 3531, 3533, 4531, 4533</td>
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<tr>
<td>Guided Electives (6 credit hours)</td>
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Non-Sport Management Courses

Select 3 credit hours from the following Guided Electives:

- BUSA 1105 Introduction to Business
- BUSA 3131 Foundations of Business Analytics I
- BUSA 3132 Foundations of Business Analytics II
- FINC 3131 Principles of Corporate Finance
- Foreign Language 1001: Elementary I
- Foreign Language 1002: Elementary II
- Foreign Language 2001: Intermediate I
- Foreign Language 2002: Intermediate II
- KINS 3426 Coaching Baseball and Softball
- KINS 3427 Coaching Basketball
- KINS 3428 Coaching Football
- KINS 3429 Coaching Olympic Sports
- KINS 3430 Principles of Coaching
- KINS 3431 Psychology of Coaching
- KINS 4420 Sport Conditioning Laboratory
- KINS 4421 Principles of Officiating
- KINS 4730 Coaching Practicum
- MGT 3130 Principles of Management
- MGT 3134 Behavior in Organizations
- MGT 3234 Fundamentals of Entrepreneurship
- HONS 4610 Honors Research Seminar
- MGT 4230 International Management
- MGT 4234 Intermediate Entrepreneurship
- MKTG 3131 Principles of Marketing
- MKTG 3132 Principles of Advertising
- MKTG 3133 Professional Selling
- MKTG 3134 Business Marketing
- MKTG 4133 Sales Management
- MKTG 4134 Services Marketing
- MKTG 4135 Consumer Behavior
- MKTG 4136 International Marketing
- MKTG 4137 Marketing Management
- MMFP 2335 Introduction to Media Writing
- MMJ 2331 Introduction to Journalism
- MMJ 3332 Feature Writing
- MMJ 4333 Opinion Journalism
- MMJ 4336 Digital Journalism
- PHIL 2010 Introduction to Philosophy
- PHIL 2030 Introduction to Ethics
- PSYC 1101 Introduction to Psychology
- RECR 4435 Managing Recreation Organizations
- RELS 2130 Introduction to Religious Studies
- SMGT 3330 Sport Promotion and Marketing (Can be taken as a guided elective in Sport Development and Athletic Administration concentrations)
- SMGT 3530 Principles of Sport Development (Can be taken as a guided elective in Marketing and Revenue Generation and Athletic Administration concentrations)
- SMGT 3531 Brand Management in Sport (Can be taken as a guided elective in Sport Development and Athletic Administration concentrations)
### SMGT 3532 Leadership and Programming in Sport Development (Can be taken as a guided elective in Marketing and Revenue Generation and Athletic Administration concentrations)

### SMGT 3533 Intercollegiate Athletics Administration (Proposed Course - Intercollegiate Athletics Administration)

### SMGT 4090 Selected Topics in Sport Management

### SMGT 4338 Sport Policy Development (Can be taken as a guided elective in Marketing and Revenue Generation and Athletic Administration concentrations)

### SMGT 4531 Data Driven Sales in Sport Organizations (Can be taken as a guided elective in Sport Development and Athletic Administration concentrations)

### SMGT 4532 Assessment and Evaluation in Sport Development (Can be taken as a guided elective in Marketing and Revenue Generation and Athletic Administration concentrations)

### SMGT 4533 Sport Ticket and Sponsorship Sales (Can be taken as a guided elective in Sport Development and Athletic Administration concentrations)

### SMGT 4630 Baseball and American Culture

### SOCI 1101 Introduction to Sociology

### TCGT 1530 Global Sustainability and Innovation

### WBIT 3400 Introduction to Multimedia

### WRIT 2450 Writing for Social Media

#### Foreign Language Requirement or “Significant International Content” course

Select one Foreign Language Requirement or “Significant International Content” course

#### Elective

Select 6 credit hours of Electives

### Total Credit Hours 124

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### Program Admission Criteria

- Students must have completed all Area F requirements with a minimum grade of “C” before admission to the program.
- Students must have an overall 2.25 GPA to enroll in the internship.
- Students may do a non internship option by completing approved course work if they are unable to complete the internship.

### Program Progression Requirements

- Students must earn minimum grade of “C” in all Area F courses and within the major requirements, including guided electives.

### Honors in Exercise Science

To graduate with a Honors in Exercise Science, a student must:

- be admitted to the University Honors Program;
- successfully complete at least three credit hours of Honors Research Seminar (HONS 4610);
- successfully complete and present an Honors Thesis or Capstone Project at the time of graduation;

- be in good standing in the University Honors Program at the time of graduation

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### Advisement

Contact the Waters College of Health Professions Student Services Center, Hollis Building, Room 0101, (912) 478-1931 for more information regarding admission and advising requirements.