# Sport Management B.S.

## Degree Requirements: 124 Credit Hours

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

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<th>Credit Hours</th>
<th>General Requirements (Core A - E)</th>
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<td>ACCT 2030</td>
<td>Survey of Accounting</td>
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<td>CISM 2530</td>
<td>Advanced Business Applications</td>
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<tr>
<td>COMM 1110</td>
<td>Public Speaking</td>
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<td>ECON 2105</td>
<td>Principles of Macroeconomics</td>
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<td>SMGT 2130</td>
<td>Introduction to Sport Management</td>
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<td>STAT 1401</td>
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## Major Requirements

### 60 Credit Hours

**Sport Management Core**

- SMGT 2230 Social Issues of Sport
- SMGT 3236 Financial Management of Sport
- SMGT 3238 Management of Sport Organizations
- SMGT 3735 Sport Management Practicum (Proposed Course - SMGT Practicum)
- SMGT 4330 Facility and Event Management
- SMGT 4337 Legal Aspects of Sport
- SMGT 4735 Sport Management Internship

### 60 Credit Hours

**Sport Management Concentrations (Students must choose one concentration)**

- **Sport Marketing & Revenue Generation Concentration**
  - SMGT 3330 Sport Promotion and Marketing
  - SMGT 3531 Brand Management in Sport (Proposed Course - Brand Management in Sport)
  - SMGT 4531 Data Driven Sales in Sport Organizations (Proposed Course - Data Driven Sales in Sport Organizations)
  - SMGT 4533 Sport Ticket and Sponsorship Sales (Proposed Course - Sport Ticket & Sponsorship Sales)

- **Guided Electives (6 credit hours)**
  - SMGT 3530 Principles of Sport Development (Proposed Course - Principles of Sport Development)
  - SMGT 3532 Leadership and Programming in Sport Development (Proposed Course - Leadership & Programming in Sport Development)
  - SMGT 4338 Sport Policy Development
  - SMGT 4532 Assessment and Evaluation in Sport Development (Proposed Course - Assessment & Evaluation in Sport Development)

- **Guided Electives (6 credit hours)**
  - Choose two courses from SMGT 3330, 3531, 3533, 4531, 4533
  - Choose two courses from SMGT 3530, 3532, 3533, 4338, 4532

### 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
- KINS 4731 Principles of Management
- MGNT 3130 Principles of Management
- MGNT 3134 Behavior in Organizations
- MGNT 3234 Fundamentals of Entrepreneurship
- HONS 4610 Honors Research Seminar
- MGNT 4230 International Management
- MGNT 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)
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.

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.