Sport Management B.S.

Degree Requirements: 124 Credit Hours

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

| Credit Hours | General Requirements (Core A - E) | 42 |
| Additional Requirements | 4 |
| Area F - Courses Appropriate to Major | 18 |

Area F - Courses Appropriate to Major:
- ACCT 2030 Survey of Accounting
- CISM 2530 Advanced Business Applications
- COMM 1110 Public Speaking
- ECON 2105 Principles of Macroeconomics
- SMGT 2130 Introduction to Sport Management
- STAT 1401 Elementary Statistics

| Credit Hours | Major Requirements | 60 |

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
- SMGT 4330 Facility and Event Management
- SMGT 4337 Legal Aspects of Sport
- SMGT 4735 Sport Management Internship

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):

Sport Development Concentration:
- 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):

Athletic Administration Concentration:
- Choose two courses from SMGT 3330, 3531, 3533, 4531, 4533
- Choose two courses from SMGT 3530, 3532, 3533, 4338, 4532

Guided Electives (6 credit hours):

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
  - 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)
<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
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<tbody>
<tr>
<td>SMGT 3532</td>
<td>Leadership and Programming in Sport Development (Can be taken as a guided elective in Marketing and Revenue Generation and Athletic Administration concentrations)</td>
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<td>SMGT 3533</td>
<td>Intercollegiate Athletics Administration (Proposed Course - Intercollegiate Athletics Administration)</td>
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<td>SMGT 4090</td>
<td>Selected Topics in Sport Management</td>
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<td>SMGT 4338</td>
<td>Sport Policy Development (Can be taken as a guided elective in Marketing and Revenue Generation and Athletic Administration concentrations)</td>
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<td>SMGT 4531</td>
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<tr>
<td>SMGT 4630</td>
<td>Baseball and American Culture</td>
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<td>SOCI 1101</td>
<td>Introduction to Sociology</td>
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<td>TCGT 1530</td>
<td>Global Sustainability and Innovation</td>
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<td>WBIT 3400</td>
<td>Introduction to Multimedia</td>
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<td>WRIT 2450</td>
<td>Writing for Social Media</td>
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<td><strong>Foreign Language Requirement or “Significant International Content” course</strong></td>
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<td>Select one Foreign Language Requirement or “Significant International Content” course</td>
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<td><strong>Elective</strong></td>
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<td>Select 6 credit hours of Electives</td>
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Total Credit Hours 124

**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.