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>Description</th>
</tr>
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<tbody>
<tr>
<td>42</td>
<td>General Requirements (Core A - E)</td>
</tr>
<tr>
<td>4</td>
<td>Additional Requirements</td>
</tr>
<tr>
<td>18</td>
<td>Area F - Courses Appropriate to Major</td>
</tr>
</tbody>
</table>

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

Major Requirements 60

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

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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<tr>
<td>SMGT 3533</td>
<td>Intercollegiate Athletics Administration (Proposed Course - Intercollegiate Athletics Administration)</td>
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<tr>
<td>SMGT 4090</td>
<td>Selected Topics in Sport Management</td>
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<tr>
<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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<tr>
<td>SMGT 4531</td>
<td>Data Driven Sales in Sport Organizations (Can be taken as a guided elective in Sport Development and Athletic Administration concentrations)</td>
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<tr>
<td>SMGT 4532</td>
<td>Assessment and Evaluation in Sport Development (Can be taken as a guided elective in Marketing and Revenue Generation and Athletic Administration concentrations)</td>
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<tr>
<td>SMGT 4533</td>
<td>Sport Ticket and Sponsorship Sales (Can be taken as a guided elective in Sport Development and Athletic Administration concentrations)</td>
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<tr>
<td>SMGT 4630</td>
<td>Baseball and American Culture</td>
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<tr>
<td>SOCI 1101</td>
<td>Introduction to Sociology</td>
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<tr>
<td>TCGT 1530</td>
<td>Global Sustainability and Innovation</td>
</tr>
<tr>
<td>WBIT 3400</td>
<td>Introduction to Multimedia</td>
</tr>
<tr>
<td>WRIT 2450</td>
<td>Writing for Social Media</td>
</tr>
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<td></td>
<td><strong>Foreign Language Requirement or “Significant International Content” course</strong></td>
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<tr>
<td></td>
<td>Select one Foreign Language Requirement or “Significant International Content” course</td>
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<tr>
<td></td>
<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.

**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.