

GENERAL MANAGEMENT, EMPHASIS

- General Education Course

- Milestone course: a key success marker for your major. See your advisor to discuss the importance of this course in your plan of study.

Major

The Core Curriculum is designed to foster critical thinking skills and introduce students to basic domains of thinking that transcend disciplines. The Core applies to all majors. Information on specific classes in the Core can be found at <https://www.marshall.edu/gened/>.

Code	Title	Credit Hours
Core Curriculum		
<i>Core 1: Critical Thinking</i>		
FYS 100	First Yr Sem Critical Thinking	3
PSY 201	Introductory Psychology (CT)	3
STHM 218	Sports in Society (CT)	3
<i>Core 2</i>		
ENG 101	Beginning Composition	3
ENG 201	Advanced Composition	3
CMM 207	Bus & Prof Communication	3
MTH 121	Concepts and Applications (CT)	3
	Core II Natural/Physical Science	4
	Core II Humanities (WI)	3
	Core II Fine Arts	3
PSY 201	Introductory Psychology (CT)	3
<i>Additional University Requirements</i>		
	Writing Intensive (Core II Humanities recommended)	3
	Writing Intensive	3
STHM 218	Sports in Society (CT) (Multicultural/International)	3
STHM 475	Capstone Seminar	3
Major-Specific		
ACC 310	Acct for Entrepreneurs	3
CMM 207	Bus & Prof Communication	3
PSY 201	Introductory Psychology (CT)	3
ECN 200	Survey of Economics	3
STHM 218	Sports in Society (CT) (MC)	3
STHM 250	Intro to Sport Management	3
STHM 380	Sport Marketing	3
STHM 381	Sport Finance/Economics	3
STHM 401	Ethics in Sport	3
STHM 416	Facility Design & Management	3
STHM 430	Sport Law	3
STHM 475	Capstone Seminar	3
MGT 218	Business Quantitative Methods	3
MGT 320	Principles of Management	3

MKT 340	MKT Concepts and Applications	3
NRRM 320	Sports & Campus Rec Mgmt	3
PEL or Dance		1
PEL or Dance		1

Area of Emphasis-Specific

<i>CORE Courses</i>		
STHM 290	Sport Management Practicum	3
STHM 390	Sport MGT Pre-Internship	3
STHM 410	Leadership: Theory & Practice	3
STHM 490	Internship (6 hrs)	6
JMC 330	AD-PR Principles and Ethics	3
<i>STHM Restricted Electives</i>		
Select two of the following:		6
STHM 270	Sport Tourism	
STHM 425	Sport in Film	
STHM 440	Women in Sport	
STHM 450	Sport Agent	
STHM 452	Sport Analytics	
STHM 458	Sales & Promotion MGT in Sport	
STHM 496	Olympic Games	


Declare a minor in Management, Entrepreneurship, or Spanish

Minor Requirement	3
Minor Requirement	3
Minor Requirement	3
Minor Requirement	3
Minor Requirement	3
Minor Requirement	3
Free Elective	1
UNI 100	Freshman First Class (recommended)
Free Elective	2

Major Information







- General Management Area of Emphasis:
 - General Management Area of Emphasis include six hours STHM restricted elective classes. Summer school may be required to complete this degree in four years.
 - A minor must be declared in either Management, Entrepreneurship, or Spanish.
- Other Area of Emphasis Options:
 - Sport Marketing
 - Sport Agency
 - Facilities and Operation Management
 - Sport Information
 - Recreation and Physical Activity
 - Sport Studies
- Students are required to know and track their degree requirements for graduation or for entrance to a professional school.
- Course offerings and course attributes are subject to change semesters. Please consult each semester's schedule of courses for availability and attributes.
- A minimum of 120 hours is required to complete this major.


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Four Year Plan

The mission of the Sport Management degree program is to educate students to become reflective, principled, knowledgeable, and creative learners who will succeed in the global sport management community in the 21st century. Sports are a major provider of high dollar entertainment which makes the industry very business oriented. The Sports Management program at MU allows students exposure to modern methods of business communication, sport marketing, sport finance and economics, ethical and legal issues in sport business, event management and more. Students have the opportunity to gain firsthand experience by completing internships within sport business settings.

Course	Title	Credit Hours
First Year		
First Semester		
STHM 250	Intro to Sport Management	3
ENG 101 	Beginning Composition	3
FYS 100	First Yr Sem Critical Thinking	3
MTH 121 	Concepts and Applications (CT)	3
Core II Fine Arts		3
UNI 100	Freshman First Class	1
Credit Hours		16
Second Semester		
MGT 320	Principles of Management	3
CMM 207 	Bus & Prof Communication	3
ENG 201 	Advanced Composition	3
STHM 218 	Sports in Society (CT) (MC)	3
PSY 201 	Introductory Psychology (CT)	3
Credit Hours		15
Second Year		
First Semester		
MGT 218	Business Quantitative Methods	3
Core II Natural/Physical Science		4
STHM 290	Sport Management Practicum	3
MKT 340	MKT Concepts and Applications	3
ECN 200	Survey of Economics	3
Credit Hours		16
Second Semester		
ACC 310	Acct for Entrepreneurs	3
STHM 401	Ethics in Sport	3
STHM 380	Sport Marketing	3
PEL or Dance		1
Minor Requirement		3
Core II Humanities (WI)		3
Credit Hours		16
Third Year		
First Semester		
STHM 381	Sport Finance/Economics	3
STHM 410	Leadership: Theory & Practice	3

STHM 390	Sport MGT Pre-Internship	3
STHM Restricted Elective		3
Minor Requirement		3
Credit Hours		15
Second Semester		
NRRM 320	Sports & Campus Rec Mgmt	3
STHM Restricted Elective		3
Minor Requirement		3
JMC 330	AD-PR Principles and Ethics	3
Minor Requirement		3
Credit Hours		15
Fourth Year		
First Semester		
STHM 430	Sport Law	3
STHM 490	Internship	6
Minor Requirement		3
Minor Requirement		3
Credit Hours		15
Second Semester		
STHM 475 	Capstone Seminar	3
STHM 416	Facility Design & Management	3
Free Elective		2
Writing Intensive		3
PEL or Dance		1
Credit Hours		12
Total Credit Hours		120