
















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

CORE Courses

| | | |
|----------|-------------------------------|---|
| 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 |

STHM Restricted Electives

| | | |
|------------------------------|--------------------------------|---|
| 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.