

# SPORT MANAGEMENT, B.S.

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. Due to the economic magnitude of the sports industry, the demand for higher educated sports managers is at an all-time high. According to the Occupational Outlook Handbook, employment of sports and entertainment managers is much faster than the average increase for all occupations. A larger population will continue to participate in organized and spectator sports for recreation and entertainment. Job growth will also be driven by the increasing number of retirees who are expected to participate in more leisure activities. Additionally, future expansion of new professional teams and leagues as well as college athletic programs will create additional openings for sport administrative staff.

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. This allows students to network and obtain valuable experiences, giving them an advantage when entering the workforce.

Our faculty is equally committed to teaching and research in the sport industry. We provide a balanced learning environment with mentoring opportunities available to each and every student. The Sports Management program at MU maintains a strong network of alumni who work in all levels of the sport industry, ensuring our students ready access to a vast network of connections. MU has alumni working in the NCAA, PGA, NBA, NFL, NASCAR, National Sport Association, U.S. Olympic Committee, Community and University Recreation, High School Sports, Youth Sport Programs, and more.

The Sport Management curriculum includes seven areas of emphasis: General Management, Sport Marketing, Sport Agency, Facilities and Operation Management, Sport Information, Recreation and Physical Activities, and Sport Studies.

## Admission Criteria

Prospective students must meet the minimum criteria listed below to be considered for admission to the program.

- Admission to Marshall University
- Declared Sport Management as a major, including preferred area of 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

- Core Curriculum
- Sport Management Professional Core<sup>1</sup>

Code	Title	Credit Hours
ACC 310	Acct for Entrepreneurs	3
CMM 207	Bus & Prof Communication	3
ECN 200	Survey of Economics	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
PSY 201 	Introductory Psychology (CT)	3
STHM 218 	Sports in Society (CT) (CT & Multicultural)	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
PEL, Dance or PLS		2

<sup>1</sup> Non-College of Business (COB) majors may not exceed a total of 27 hours of COB course offerings.

- Area of Emphasis (Students must choose one)
- 40 Upper Division Hours
- 120 Minimum Semester Hours

## Areas of Emphasis

- Facilities and Operation Management, Emphasis (<http://catalog.marshall.edu/undergraduate/programs-az/health-professions/kinesiology/sport-management-bs/facilities-operation-management-emphasis/>)
- General Management, Emphasis (<http://catalog.marshall.edu/undergraduate/programs-az/health-professions/kinesiology/sport-management-bs/general-management-emphasis/>)
- Recreation and Physical Activities, Emphasis (<http://catalog.marshall.edu/undergraduate/programs-az/health-professions/kinesiology/sport-management-bs/recreation-physical-activities-emphasis/>)
- Sport Agency, Emphasis (<http://catalog.marshall.edu/undergraduate/programs-az/health-professions/kinesiology/sport-management-bs/sport-agency-emphasis/>)
- Sport Information, Emphasis (<http://catalog.marshall.edu/undergraduate/programs-az/health-professions/kinesiology/sport-management-bs/sport-information-emphasis/>)
- Sport Marketing, Emphasis (<http://catalog.marshall.edu/undergraduate/programs-az/health-professions/kinesiology/sport-management-bs/sport-marketing-emphasis/>)
- Sport Studies, Emphasis (<http://catalog.marshall.edu/undergraduate/programs-az/health-professions/kinesiology/sport-management-bs/sport-studies-emphasis/>)