

SPORT MANAGEMENT / BACHELOR OF ARTS

Requirements

Total Credit Hours: 120

Major Credit Hours: 57

Degree Requirements

Code	Title	Hours
Core Courses		
SPMT 20200	Introduction to Sport Management	3
SPMT 20600	Sport Management Field Experience 1	1
SPMT 25800	Sport Leadership	3
SPMT 36200	Facility and Event Management	3
SPMT 38000	Legal Aspects and Risk Management in Sport	3
SPMT 39200	Performance Models and Data in Sports	3
SPMT 41000	Research in Sport Management	3
SPMT 47100	Sport Management Pre-Internship Seminar	1
SPMT 48000	Sport Management Internship ¹	3
Required Business Courses		
MKTG 20000	Principles of Marketing	3
BSAD 20000	Principles of Management	3
BSAD 30000	Business Communication in the Digital Age	3
Select two of the following:		6
MKTG 30500	Introduction to Digital Marketing	
MKTG 37400	Salesmanship	
BSAD 36000	Human Resource Management	
Sport Administration and Leadership Courses		
Required Sport Management Courses:		
SPMT 28100	Sport Promotions and Sales	3
SPMT 30200	Sports Management Field Experience 2: Sport Business Work Experience	1
SPMT 31400	Sport Finance	3
SPMT 36000	Sport Program Administration	3
Select nine credit hours from the following Electives:		9
COMM 32600	Sports Broadcasting	
HUPR 20100	Foundations of Coaching	
SPMT 26000	History and Sociology of Sport	
SPMT 31600	Public Relations for Sport Organizations	
SPMT 36700	Ethics and Governance of Sport	
SPMT 37400	Revenue Generation in Sport Organizations	
SPMT 39100	Current Issues in Sport Management	
SPMT 39300	International Sport	
Total Hours		57

¹ Students will be allowed to enroll in SPMT 48000 Sport Management Internship when the following condition has been met:

The student must have completed SPMT 47100 Sport Management Pre-Internship Seminar.