

Sports Management

Concentration

Description

Students completing the concentration in Sports Management will be prepared for a number of career possibilities in a variety of organizations, including professional sports teams, college athletic departments, sports media and marketing firms, merchandising and promotions, leisure and recreational services, and more. The main objective, for each student in study, is to combine the “hands on” experience of an internship in the field with classroom rigor and research highlighted by guest lecturers. This integrated approach combines principles and practice leading to a full and broad based educational experience leading to possible career in sports administration and management.

Courses

MG 111 - Introduction to Management	3 Credit Hours
MG 321 - Marketing Strategies	3 Credit Hours
MG 399 - Management Internship	3 Credit Hours
SM 201 - Sports Psychology	3 Credit Hours
SM 211 - Principles of Recreation and Leisure Management	3 Credit Hours
SM 301 - Sports and Event Management	3 Credit Hours
SM 305 - Sports Information and Public Relations	3 Credit Hours