

Sport Management Major

Program: Sports Management

Type: Bachelor of Science

Required Courses

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Item #	Title	Credits
COEM 175	Introduction to Electronic Media	2
COMM 345	Desktop Publishing Design	3
EXER 210	Applied Stats and Research Methods in Exercise and Sport	3
EXER 345	Research Methods	3
PHED 328	Sociology of Sport and Physical Education	3
PHED 327	Psychology of Sport and Physical Education	3
SMGT 124	Introduction to Sport Management	3
SMGT 200	Marketing for Sport	3
SMGT 301	Sport Practicum	1
SMGT 302	Sport Practicum	1
SMGT 303	Sport Practicum	1
SMGT 315	Sport Event Management	3
SMGT 324	Organization and Administration of Recreation & Sport	3
SMGT 422	Risk Management in Sport	3
SMGT 496	Professional Seminar in Sport Management	1
SMGT 497	Sport Internship	6

Take 6 credits of Management courses from the following:

Item #	Title	Credits
MGMT 235	Organizational Design and Management	3
MGMT 341	Supply Chain Management	3
MGMT 349	Human Behavior in Organizations	3

Take 6 credits of marketing courses from the following:

Item #	Title	Credits
MRKT 239	Principles of Marketing	3
MRKT 332	Consumer Behavior	3
MRKT 342	Sales Management	3
MRKT 389	Digital Marketing	3

Total credits: 54
