

# Sports Management Program

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Dr. Marilu Marcillo, *Chairperson and Director*

The Sports Management Program offers both a major and a minor in Sports Management and a specialization in Esports.

## Requirements for the Sports Management Major

### Degree of Bachelor of Science

AC-151	Principles of Accounting I	3
BA-151	Principles of Management	3
BA-155	Principles of Marketing	3
BA-249	Sports & Entertainment Marketing	3
BA-315	Business and Professional Communication (WI)	3
EC-101	Macroeconomic Principles <sup>2</sup>	3
EC-102	Microeconomic Principles	3
SM-228	Intro to Sports Management	3
SM-350	Sport Facility Operation & Event Mgmt	3
SM-410	Legal& Ethical Issue in Sports	3
SM-251	Finance in the Sports Industry	3
SM-250	Sport Communication	3
SM-450	The Global Sports Industry	3
SM-499	Internship	3
Choose 3 from the following courses:		9
PS-445	Sport Psychology	
SO-256	Sociology of Sports	
CU-340	Sportswriting	
PE-103	Prin & Found of Phys Education	
PE-202	Fundamentals of Coaching	
<b>Total Credits</b>		<b>51</b>

### Special Notes on Core Curriculum Requirements

- <sup>1</sup> MA-105 Elementary Applied Mathematics and MA-106 Introduction to Probability & Statistics are recommended for the Mathematics Core Requirement.
- <sup>2</sup> SO-121 is recommended as one of the two options for the Social Science Core Requirement, as it is a prerequisite for SO-256.
- <sup>3</sup> PS-151 is recommended as one of the two options for the Natural Science Core Requirement, as it is a prerequisite for PS-445.

### Requirements for a Minor in Sports Management

BA-249	Sports & Entertainment Marketing	3
SM-228	Intro to Sports Management	3
SM-350	Sport Facility Operation & Event Mgmt	3
SM-410	Legal& Ethical Issue in Sports	3
SM Electives		6
<b>Total Credits</b>		<b>18</b>

## Esports Business Specialization

Take four of the following:

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SM-150	History Culture and Business of Esports
SM-255	Esports Branding and Marketing
SM-285	Management/Leadership- Esports Ecosystem
SM-295	Credited Internships
SM-385	Esports Sales Sponsorship & Revenue Dev
SM-395	Esports Events Planning and Management