

SPORT MANAGEMENT, BS

The Bachelor of Science in Sport Management program is designed to prepare graduates to enter and excel in the ever-growing and dynamic sport industry. Students will explore many facets of the industry through applied classroom learning, meaningful interactions with industry leaders, and experiential and service-learning opportunities. Through this deliberate combination of practice and theory, graduates will be equipped with the necessary skills to identify, analyze, and navigate the key issues in sport management.

- Compliance, policy, and law
- Facility and event management
- Marketing, promotions, and public relations
- Sponsorships and multi-media rights
- Sales, services, and development
- Tourism development

Learn more about opportunities in this field at the Career Center

Code and Title	Hours
Sport Management Core	
RHM 235 Intro Sport Industry	3
RHM 236 Creating the Fan Experience	3
RHM 313 Contemporary Club Management	3
RHM 317 Social Iss. Sport & Ent. Oper	3
RHM 335 Sport Tourism	3
RHM 337 Sport and Entertain Venue Mgt.	3
RHM 338 Sport Mktng and Promotion	3
RHM 385 Event Lead. Prog, Prob Solving	4
RHM 398 Sales in Sport & Enter. Operat	3
RHM 404 Financial Issues in Sport	3
RHM 422 Ethical/Legal Issues in Sport	3
RHM 425 Risk Mgmt. Mtgs. & Evts.	3
RHM 436 Curr Trends Sport Mgmt Ent	3
RHM 467 Sport Management Internship	3
Total Hours	43

Code and Title	Hours
Elective Courses	
Select three:	9
RHM 175 Intro to Hospitality Mgt	
RHM 185 Intro Meetings Events Ind	
RHM 241 Mgt Of Food/Beverage Operation	
RHM 303 Managing Qual in Hosp Industry	
RHM 325 Lodging Operations & Managemnt	
RHM 336 Collegiate Athletics	
RHM 380 Corporate Events	
RHM 435 Sports Governance	
RHM 438 Hosp., Sport, & Ent. Research	

Code and Title	Hours
General Education Core	53
Sport Management Core	43
Program Electives	9
Electives	15
Total Hours	120

The sport industry is one of the fastest growing and broad industries in the world. Career paths in the various industry segments (amateur, professional, non-profit, corporate, etc.) include, but are not limited to, the following:

- Business and financial operations
- Team operations