

# SPORT MANAGEMENT, BACHELOR OF SCIENCE (B.S.)

The sport management major at Eastern Kentucky University is offered both as a traditional on-campus degree program or 100% on-line degree program. The major in sport management prepares the student for careers that focus on the business side of sport with careers in college and professional sports, recreational sports programs, fitness centers, youth sports, high school athletics, and other sport-related organizations. The complexities and challenges of sports require a well-prepared professional with qualifications in sports programming, supervision, management, facility planning, promotions, and purchasing.

The sport management major provides a quality educational experience that will prepare the student for a career in the rapidly changing arena of sport. ECU's sport management program emphasizes foundational knowledge, hands-on learning, and networking. Students are encouraged to engage in internships, research projects, and volunteer opportunities that lead directly to jobs in coaching, sport marketing, administration, player development, and beyond.

The students receive cutting-edge instruction in a practical major of study that culminates in an internship experience that gives the student the "hands-on" experience necessary to secure employment within the industry. The internship is offered cooperatively with a variety of sport organizations, including professional sports teams, college athletic departments, and community organizations.

Students majoring in sport management have two concentrations to complement their degree: management and the applied professional studies options. Students are also strongly encouraged to consider a minor in Business and take the additional nine hours required for the minor. Additionally, the program provides unique opportunities to interact with athletics professionals, attend conferences, and conduct research, with faculty actively mentoring students toward publication and presentation.

## Program Requirements

CIP Code: 31.0504

### Major

Code	Title	Hours
<b>University Graduation Requirements</b>		
General Education ( <a href="http://catalogs.eku.edu/undergraduate/general-academic-information/general-education-requirements/">http://catalogs.eku.edu/undergraduate/general-academic-information/general-education-requirements/</a> )		36
<i>Foundations of Learning</i>		
GSD 101	Foundations of Learning	3
Upper division courses (42 hrs. distributed throughout Major/Supporting/Gen Ed/Free Electives categories)		
<b>Major Requirements</b>		
<i>Core Courses</i>		
ESS 201	Foundations of Sport Science	3
ESS 322	Legal Issues in Sport	3
ESS 324	Policy and Governance in Sport	3
ESS 327	Sport in American Society	3
ESS 328	Sport Finance	3
ESS 400	Management of Sport Organizations	3

ESS 423	Psychology of Coaching	3
ESS 470	Internship: Sport Management <sup>1</sup>	6
ESS 530	Sport Communications	3
CMS 420	Negotiation	3
<b>Concentrations</b>		<b>24</b>
Applied Professional Studies		
Management		
<i>Free Electives</i>		
Choose from 24 hours of free electives <sup>2</sup>		24
<b>Total Hours</b>		<b>120</b>

<sup>1</sup> Students are required to document a minimum of fifty (50) hours of appropriately related experiences prior to enrolling in ESS 470

<sup>2</sup> 3 hours of free electives must be at or above the 300 level

### Applied Professional Studies Concentration

Code	Title	Hours
<b>Concentration Courses</b>		
CMS 200	Interpersonal Communication	3
CMS 310	Team Building and Small Group Communication	3
HSR 300	Introduction to Counseling and Human Services	3
GSD 399	Professional Skill Development	3
REC 401	Management of Recreation Services	3
<i>Supporting Course Requirements</i>		
ENG 102	Research, Writing, and Rhetoric (Element 1B) <sup>G</sup>	
PSY 200	Introduction to Psychology (Element 5B) <sup>G</sup>	
PSY 300	Social Psychology	3
or PSY 305	Psychology of Personality	
SOC 131	Introductory Sociology	3
SOC 399	Gender and Society	3
<b>Total Hours</b>		<b>24</b>

### Management Concentration

Code	Title	Hours
<b>Concentration Courses</b>		
BUS 204	Fundamentals of Business Law and Ethics	3
ACC 200	Survey of Accounting	3
or BUS 209	Fundamentals of Financial and Managerial Accounting	
or ACC 201	Introduction to Financial Accounting	
MGT 301	Principles of Management (NB)	3
MKT 301	Principles of Marketing (NB)	3
GSD 399	Professional Skill Development	3
REC 401	Management of Recreation Services	3
<i>Supporting Course Requirements</i>		
ECO 230	Fundamentals of Microeconomics (Element 5B) <sup>G</sup>	
INF 104	Computer Literacy with Software Applications	3
CMS 200	Interpersonal Communication	3
MAT 105	Mathematics with Applications (Element 2) (or higher) <sup>G</sup>	
<b>Total Hours</b>		<b>24</b>

G Course also satisfies a General Education element. Hours are included within the 36 hr. General Education requirement above.