***Twin Cities Campus***

# Sport Management B.S.

*Kinesiology, School of*

**College of Education and Human Development**

- Program Type: Baccalaureate
- Requirements for this program are current for Fall 2018
- Required credits to graduate with this degree: 120
- Required credits within the major: 80
- Degree: Bachelor of Science

The sport management major focuses on contemporary sport as a product of social, psychological, and economic phenomena. Because of its prominent role in our culture, economy, and societal behavior, sport is a popular subject for academic inquiry. Graduates may find employment in sport marketing and management, sales and fundraising, coaching, sport administration, and sport or other fitness-related occupations. The program also prepares students for graduate study in sport management.

Coursework in sport management addresses such topics as ethics and sport, sport as a sociocultural phenomenon, sport management, sport marketing and promotion, and facility and event management.

Features of the program include an 8-credit experiential course, research methods, a senior seminar, and a set of focused electives.

Program requirements for the majors at the College of Education and Human Development (CEHD) fulfill a number of the University's required liberal education (LE) cores and themes. Students have multiple options for fulfilling remaining LE requirements.

## Program Delivery

This program is available:

- via classroom (the majority of instruction is face-to-face)

## Admission Requirements

Students must complete 60 credits before admission to the program.

To be eligible to apply for the major, students must have at least 60 credits completed or in progress.

Admission preference is given to students who have completed liberal education requirements and have an overall GPA of 2.00 before the admission deadline. Because of a large number of applicants, a 2.75 GPA is recommended.

NOTE: Students are strongly encouraged to take a math/statistics course before entering the major. Two possible options are STAT 1001 or STAT 3011.

For information about University of Minnesota admission requirements, visit the Office of Admissions website.

**Required prerequisites**

**Admission Requirements**

KIN 1871 - Survey of Kinesiology, Physical Activity, Health Promotion, and Sport Management (3.0 cr)
SMGT 1701 - Introduction to Sport Management (2.0 cr)
CI 1871 - Computer Literacy and Problem Solving (4.0 cr)

## General Requirements

All students are required to complete general University and college requirements including writing and liberal education courses. For more information about University-wide requirements, see the liberal education requirements.Required courses for the major or minor in which a student receives a D grade (with or without plus or minus) do not count toward the major or minor (including transfer courses).

## Program Requirements

**Foundation Courses**

Take a minimum of 14 credits from this group, with the guidance of a an advisor.

**PE**

Take exactly 3 credit(s) from the following:

- PE 1007 - Swimming For Beginners (1.0 cr)
- PE 1012 - Running for Beginners (1.0 cr)

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- PE 1014 - Conditioning (1.0 cr)
- PE 1015 - Weight Training (1.0 cr)
- PE 1016 - Posture and Individual Exercise (1.0 cr)
- PE 1029 *{Inactive}*(1.0 cr)
- PE 1031 - Sabre Fencing (1.0 cr)
- PE 1032 - Badminton (1.0 cr)
- PE 1033 - Foil Fencing (1.0 cr)
- PE 1034 *{Inactive}*(1.0 cr)
- PE 1035 - Karate (1.0 cr)
- PE 1036 - Racquetball (1.0 cr)
- PE 1037 - Squash (1.0 cr)
- PE 1038 - Tennis (1.0 cr)
- PE 1044 - Self-Defense (1.0 cr)
- PE 1045 - Rock Climbing (1.0 cr)
- PE 1046 - Tae Kwon Do (1.0 cr)
- PE 1048 - Bowling (1.0 cr)
- PE 1053 - Ice Skating (1.0 cr)
- PE 1055 - Golf (1.0 cr)
- PE 1057 - Skiing (1.0 cr)
- PE 1058 - Snowboarding (1.0 cr)
- PE 1065 *{Inactive}*(1.0 cr)
- PE 1067 - Basketball (1.0 cr)
- PE 1071 - Beginning Cricket (1.0 cr)
- PE 1072 - Soccer (1.0 cr)
- PE 1074 - Beginning Volleyball (1.0 cr)
- PE 1076 - Flag Football (1.0 cr)
- PE 1078 *{Inactive}*(1.0 cr)
- PE 1079 *{Inactive}*(1.0 cr)
- PE 1107 *{Inactive}*(1.0 cr)
- PE 1135 *{Inactive}*(1.0 cr)
- PE 1137 *{Inactive}*(1.0 cr)
- PE 1146 *{Inactive}*(1.0 cr)
- PE 1154 *{Inactive}*(1.0 cr)
- PE 1174 *{Inactive}*(1.0 cr)
- PE 1205 - Scuba and Skin Diving (1.0 cr)
- PE 1262 - Marathon Training (3.0 cr)

**Public Speaking**

COMM 1101 - Introduction to Public Speaking [CIV] (3.0 cr)
*or* COMM 1313W - Analysis of Argument [WI] (3.0 cr)
*or* FSOS 1461 - Presentations at Work: Families, Communities, Nonprofits, and Schools [CIV] (3.0 cr)
*or* OLPD 1461 - Presentations in Work Settings: Business & Marketing Education and Human Resource Development [CIV] (3.0 cr)

**Sociology**

FSOS 1211 - An Interdisciplinary Look at the Family in Multicultural America [DSJ, SOCS] (4.0 cr)
*or* SOC 1001 - Introduction to Sociology [SOCS, DSJ] (4.0 cr)

**Psychology**

EPSY 1281 - Psychological Science Applied [SOCS] (4.0 cr)
*or* PSY 1001 - Introduction to Psychology [SOCS] (4.0 cr)

**Required Core Courses**

Students must complete 8 credits of SMGT 3996.
SMGT 3111 - Sports Facility and Event Management (3.0 cr)
SMGT 3143 - Organization and Management of Sport (3.0 cr)
SMGT 3421 - Business of Sport (3.0 cr)
SMGT 3501 - Sport in a Diverse Society [SOCS, DSJ] (3.0 cr)
SMGT 3601 - Ethics and Values in Sport (2.0 cr)
SMGT 3631 - Sport Marketing (3.0 cr)
SMGT 3861 - Sport Law (3.0 cr)
KIN 3982 - Research Methods in Kinesiology, Physical Activity, Health Promotion + Sport (3.0 cr)
SMGT 3881W - Senior Seminar in Sport Management [WI] (3.0 cr)
SMGT 3996 - Practicum: The Sport Experience (2.0 - 8.0 cr)

**Focus Electives (23 credits)**

Students must take an additional 23 credits of electives in consultation with the sport management advisor. They are strongly encouraged to take SMGT 3632 and are encouraged to select a related minor area of focus or study. Students are required to complete the focus elective proposal form and meet with their sport management advisor prior to registering for and completing classes. These courses must be upper division (3000 level or higher), unless approved by your sport management advisor.

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Take 23 or more credit(s) from the following:
•SMGT 3632 - Sport Sales and Fundraising (3.0 cr)
•SMGT 3993 - Directed Study in Sport Management (1.0 - 4.0 cr)
•SMGT 2751 *{Inactive}*(3.0 cr)
•SMGT 3741 *{Inactive}*(2.0 cr)
•KIN 3001 - Lifetime Health and Wellness [SOCS] (3.0 cr)
•KIN 3126W - Sport and Exercise Psychology [WI] (3.0 cr)
•KIN 3131W - History and Philosophy of Sport [WI] (3.0 cr)
•KIN 4001H - Honors Seminar in KIN, PAHP, + SMGT (3.0 cr)
•KIN 5804 - National Collegiate Athletic Association (NCAA) Compliance (2.0 cr)
•REC 3541W *{Inactive}*[WI] (3.0 cr)
•REC 3601W *{Inactive}*[WI] (3.0 cr)
•REC 4271 *{Inactive}*(3.0 cr)
•ACCT 2051 - Introduction to Financial Reporting (4.0 cr)
•BLAW 3058 *{Inactive}*(4.0 cr)
•CMGT 3001W - Introduction to Construction [WI] (3.0 cr)
•COMM 3201 - Introduction to Electronic Media Production (4.0 cr)
•ECON 1101 - Principles of Microeconomics [SOCS, GP] (4.0 cr)
•ECON 1102 - Principles of Macroeconomics (4.0 cr)
•MGMT 3001 - Fundamentals of Management (3.0 cr)
•MGMT 3015 - Introduction to Entrepreneurship (4.0 cr)
•MKTG 3001 - Principles of Marketing (3.0 cr)
•OLPD 1302 *{Inactive}*(3.0 cr)
•OLPD 3305 - Learning About Leadership Through Film and Literature (3.0 cr)
•OLPD 3401 - Teaching Marketing Promotion (3.0 cr)
•OLPD 3424 - Sales Training (3.0 cr)
•OLPD 3601 - Introduction to Human Resource Development (3.0 cr)
•OLPD 3641 - Introduction to Organization Development (3.0 cr)
•OLPD 4401 - E-Marketing (3.0 cr)
•OLPD 4426 - Strategic Customer Relationship Management (3.0 cr)
•OLPD 3324W - Writing in the Workplace for Education and Human Development Majors [WI] (4.0 cr)
•YOST 3325W - Project-Based Writing For Education and Human Development Majors [WI] (4.0 cr)
•YOST 3001 - Introduction to History & Philosophy of Youthwork [HIS, DSJ] (4.0 cr)
•YOST 3032 - Adolescent and Youth Development for Youthworkers (4.0 cr)
•LEAD 1961W - Personal Leadership in the University [CIV, WI] (3.0 cr)
•LEAD 3961 - Leadership, You, and Your Community (3.0 cr)
•COMM 3211 - Introduction to Media Studies (3.0 cr)
•COMM 3263W - Media Literacy: Decoding Media Images and Messages [WI] (3.0 cr)
•COMM 3441 - Introduction to Organizational Communication (3.0 cr)
•HRIR 3021 - Human Capital Management (3.0 cr)
•IDSC 3001 - Information Systems & Digital Transformation [TS] (3.0 cr)
•JOUR 1001 - Media in a Changing World [SOCS, TS] (3.0 cr)
•JOUR 3005 - Media Effects [SOCS] (3.0 cr)
•JOUR 3006 - Visual Communication (3.0 cr)
•JOUR 3201 - Principles of Strategic Communication (3.0 cr)
•JOUR 3241W - Advertising Strategy and Creative Development [WI] (3.0 cr)
•JOUR 3261 - Media Planning (3.0 cr)
•JOUR 3275 - Digital Strategy in Strategic Communication (3.0 cr)
•JOUR 3745 - Media and Popular Culture [AH, DSJ] (3.0 cr)
•JOUR 4251 - Psychology of Advertising (3.0 cr)
•PA 3003 - Nonprofit and Public Financial Management (3.0 cr)
•SCO 3001 - Sustainable Supply Chain and Operations (3.0 cr)
•STAT 1001 - Introduction to the Ideas of Statistics [MATH] (4.0 cr)
•STAT 3011 - Introduction to Statistical Analysis [MATH] (4.0 cr)

**Upper Division Writing Intensive within the Major**

Students are required to take one upper division writing intensive course within the major. If that requirement has not been satisfied within the core major requirements, students must choose one course from the following list. Some of these courses may also fulfill other major requirements.

Take 0 - 1 course(s) from the following:
•SMGT 3881W - Senior Seminar in Sport Management [WI] (3.0 cr)

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