

Sport Management (SPM) B.S.

Concentrations:

Economics, General Business, Management, Broadcast Journalism, Print Journalism, Public Relations and M

Degree Requirements

Total Academic Credits: 120/121

Min. Cumulative GPA: 2.8

Core Requirements: 46/47

Curriculum Notes

This sample plan assumes no Advanced Placement or Transfer Credits and Math Placement. Students are expected to complete 54 to 60 hours working in the department. ***This sample plan is provided as a guide only.*** Students must meet with Academic and Faculty Advisors each semester for final approval of courses. The Academic Department makes all final decisions on course requirements for degree completion.

Year One

Fall Semester	Credits	Spring Semester	Credits
ENGL 101 Expository Writing	3	ENGL102 Argument & Research	3
SPM 101 Intro to Sport Mgmt	3	MATH 125/127/141	
FRSE 101 Freshman Seminar	3	College Algebra/ Intro Math Ideas/ Precalculus I	3
HEED 102/100 Life and Health	3	SPM 210 Sport in Society	3
COMM 101/103		COSC 110 Comp Lit Appl OR	
Oral Communications/ Public Speaking	3	CTEC 111 Cybersecurity for All	3
		1 st Concentration Course	3
Total	15	Total	15

Year Two

Fall Semester	Credits	Spring Semester	Credits
HIST 114/115 Afr Amer History	3	SPM 303 Sport Mktg & Promo	3
SPM 203 Ethics in SPM	3	SPM 305 Facility Mgmt/Design	3
PHIL 101/103 Philosophy/Reas'g	3	PSYC 312 Sport Psychology	3
ECON 211 Macroeconomics	3	ECON 212 Microeconomics	3
2 nd Concentration course	3	ART 299/VCDM 230	
		Art Survey/Intro to Graphics	3
Total	15	Total	15

Year Three

Fall Semester	Credits	Spring Semester	Credits
PSYC 101 or SOCI 101	3	SPM 410 Diversity in SPM	3
BIOL 101 Biological Science or		SPM 315 Legal Aspects of Sport	3
CHEM 107 Gen Chemistry w/ lab	4	BIO 203 Oceanus (3 cr) OR	3/4
		PHSC 100 Physical Sci OR	
SPM 310 Governance in Sport	3	PHSC 101 Earth Science(4 cr)	
3 rd Concentration course	3	OR PHYS 251 Prin of Physics I	
4 th Concentration Course	3	5 th Concentration Course	3
		6 th Concentration Course	3

Total 16

Total 15-16

Year Four

Fall Semester	Credits	Spring Semester	Credits
SPM 325 Finance of Sport	3	SPM 451 Internship in SPM	12
SPM 405 Org & Admin of Sport	3		
SPM 313 Independent Study SPM	2		
7th Concentration course	3		
8 th Concentration course	3		
9 th Concentration course	3		
Total	17	Total	12

SPORT MANAGEMENT Concentrations (27 Credits – 9 courses)

Students must select one Concentration to fulfill SPM degree requirements.

General Business Concentration (SMGB)	
*Required Courses	(*18 credits)
*MGMT 101 – Intro to Business	3 Cr
*ACCT 211 – Principles of Accounting I	3 Cr.
*ACCT 212 – Principles of Accounting II	3 Cr.
*FINA 320 – Principles of Finance	3 Cr.
*MKTG 231 – Principles of Marketing	3 Cr.
*MGMT 241 – Principles of Mang.	3 Cr.
Select any 3 courses below.	(9 CREDITS)
MGMT 345 – Prin. of Superv & Lead	3 Cr
MGMT 347 – Management Problems	3 Cr.
MGMT 442 – Small Bus Oper. & Mgmt.	3 Cr.
MGMT 471 – Human Resources Mgmt.	3 Cr.
BUAD 350 – Business Law I	3 Cr.
BUAD 351 – Business Law II	3 Cr.
BUAD 352 – International Business	3 Cr.

Management Concentration (SMMG)	
*Required Courses	(*18 credits)
*MGMT 101 – Intro to Business	3 Cr
*ACCT 211 – Principles of Accounting I	3 Cr.
*ACCT 212 – Principles of Accounting II	3 Cr.
*FINA 320 – Principles of Finance	3 Cr.
*MKTG 231 – Principles of Marketing	3 Cr.
*MGMT 241 – Principles of Mang.	3 Cr.
Select any 3 courses below.	(9 CREDITS)
MGMT 345 – Prin. of Superv & Lead	3
MGMT 347 – Management Problems	3
MGMT 442 – Small Bus Oper. & Mgmt.	3
MGMT 471 – Human Resources Mgmt.	3

Economics Concentration (SME)	
*Required Courses (*24 credits)	
*MGMT 101 – Intro to Business	3 Cr
*ACCT 211 – Principles of Accounting I	3 Cr.
*ACCT 212 – Principles of Accounting II	3 Cr.
*FINA 320 – Principles of Finance	3 Cr.
*MKTG 231 – Principles of Marketing	3 Cr.
*MGMT 241 – Principles of Mang.	3 Cr.
*ECON 423 – Monetary & Fiscal Pol	3 Cr
*ECON 448 – Managerial Economics	3 Cr
Select any 1 course below. (3 CREDITS)	
ECON 321 – Money & Banking	3 Cr
ECON 341 – International Economics Prerequisites: ECON 211, 321	3 Cr.
ECON 361 – Comparative Economic Systems Prerequisites: ECON 211, 212	3 Cr.
ECON 363 – Economics of Developing Countries Prereq: ECON 211, 212	3 Cr.
ECON 371 – Labor Economics Prerequisites: ECON 211, 212	3 Cr.
ECON 421 – Urban Economics Prerequisites: ECON 211, 212	3 Cr.
ECON 422 – Public Finance Prerequisites: ECON 211, 212	3 Cr.
ECON 481 – Evolution of Economic Thought Perquisites: ECON 211, 212	3 Cr

Broadcast Journalism Concentration (SMBJRN)	
*Required Courses (*27 Credits)	
*COMM 240 – Intro to Mass Comm	3 Cr.
*COMM 423 – Comm Law, Policy & Admin	3 Cr.
*COMM 248 – Intro to Broadcast News	3 Cr.
*COMM 331 – Television Production	3 Cr.
*COMM 341 – Media Ethics	3 Cr.
*COMM 421 – Broadcast Programming	3 Cr.
*COMM 425 – Radio Production I	3 Cr.
*COMM 429 – Video Editing Pre-requisite COMM 331 TV Production	3 Cr.
*COMM 497 – Metro Lab News Pre-requisite COMM 331 TV Production	3 Cr.

Print Journalism Concentration (SMPJ)	
*Required Courses (*27 credits)	
*COMM 215 – Fundamentals of Journalism	3 Cr
*COMM 216 – Advanced News Writing	3 Cr.
*COMM 240 – Introduction to Mass Communications	3 Cr.
*COMM 320 – News Writing	3 Cr.
*COMM 321 – The Magazine Article Writing	3 Cr.
*COMM 332 – Publication, Production & Design	3 Cr.
*COMM 341 – Media Ethics	3 Cr
*COMM 350 – Online Journalism	3 Cr
*COMM 423 – Communication Law, Policy & Admin	3 Cr

Public Relations Concentration (SMPR)	
*Required Courses	(*27 credits)
*COMM 240 – Intro to Mass Communications	3 Cr
*COMM 324 – Public Relations	3 Cr.
*COMM 334 – Publicity Techniques Prerequisites: COMM 324	3 Cr.
*COMM 336 – Advertising Copywriting Prerequisites: COMM 324	3 Cr.
*COMM 341 – Media Ethics	3 Cr.
*COMM 419 – Public Opinion Prerequisites: COMM 324, 334	3 Cr.
*COMM 420 – Public Relations Writing Prerequisites: COMM 324	3 Cr
*COMM 423 – Communication Law, Policy & Admin	3 Cr
*COMM 424 – Advanced Public Relations Prereq: ALL other Public Relation Courses	3 Cr

Marketing Concentration (SMMK)	
*Required Course Select any three courses (9 credits)	
MKTG 337 – Advertising	3 credits
MKTG 335 – Retailing Prerequisite MKTG 231 with “C: or higher	3 credits
MKTG 430 – Marketing Research Prerequisite MKTG 231 and ECON 351	3 credits
MKTG 438 – Marketing Strategy Prerequisite (s) MKTG 231, MKTG 430 and ECON 351	3 credits

Updated 3.30.2022