

Sport Management, B.S.

Program Description

The Sport Management major program is designed for students seeking an interdisciplinary approach to sport and recreation management. The major prepares students for entry into a wide array of career paths within the sport marketplace. Career opportunities include, but are not limited to, marketing of goods and services within professional and amateur sport, management of public and commercial recreation programs and facilities, electronic and print communication positions within sport organizations or sport media outlets and, sales and marketing in the fitness and health club industries. For admission to the program and further information, please contact the ESSM Advising Center office (HS 1003) at ESSMAdvising@kennesaw.edu.



This program is a part of the Wellstar College of Health and Human Services.

Admission, Enrollment, and Graduation Policies

Admissions Requirements

To declare the Sport Management major in addition to the general Admissions requirements to Kennesaw State University, students must meet the following requirements:

Applicants must have a 2.50 cumulative grade point average with a minimum grade of "C" in each required course for admission including:

- POLS 1101: American Government
- ENGL 1102: English Composition II
- ACCT 2101: Principles of Accounting I
- ECON 2106: Principles of Microeconomics
- SM 2100: Introduction to Sport Management
- SM 2200: History and Contemporary Aspects of Sport

No more than two attempts per course will be permitted. Transfer courses considered equivalent by the transfer review process will be allowed.

Enrollment Requirements

Students admitted to the program must earn a grade of "C" or better in each required course within the Sport Management curriculum of which only two attempts per course will be allowed to earn the degree. Students falling below a 2.00 will not be eligible for Sport Management courses.

Graduation Requirements

Each student is expected to meet the requirements outlined in Academic Policies 5.0
PROGRAM REQUIREMENTS & GRADUATION.

Program Course Requirements

Core IMPACTS Curriculum (42 Credit Hours)

General Education Core IMPACTS Curriculum

Core Field of Study (18 Credit Hours)

Students must earn a "C" or better in these courses.

- SM 2100: Introduction to Sport Management
- SM 2200: History and Contemporary Aspects of Sport
- SM 2400: Sports Information and Media
- ACCT 2101: Principles of Accounting I
- ECON 2106: Principles of Microeconomics
- COMM 1110: Public Speaking

Major Requirements (33 Credit Hours)

Students must earn a "C" or better in these courses.

Sport Management Core (27 Credit Hours)

- SM 3000: Practicum in Sport Management
- SM 3050: Legal Aspects of Sports
- SM 3100: Sport Sociology
- SM 3200: Leadership and Management of Sport Organizations
- SM 3500: Sponsorship and Fundraising in Sport
- SM 4700: Sports Economics
- SM 4800: Sports Finance
- SM 4850: Sport Event Management
- SM 4875: Sport Facility Design and Management
- SM 4925: Senior Seminar

Sport Management Senior Experience (6 Credit Hours)

- SM 4950: Senior Internship in Sport Management

Major Electives (21 Credit Hours)

Students must earn a "C" or better in these courses. Select 21 credit hours from the following list of courses:

- SM 3398: Internship *
- SM 3600: Sports Broadcasting
- SM 3700: Sport Governance
- SM 3900: Foundations of Recreation and Leisure
- SM 4200: Recreation Programming
- SM 4300: Commercial Recreation and Tourism
- SM 4400: Directed Study *
- SM 4490: Special Topics in Sport Management *
- SM 4600: Research Methods in Sport Management
- SM 4650: Sports Analytics
- * repeatable up to 6 credit hours
- SM 3650: Sport and Film
- SM 3750: Inclusive Recreation Opportunities and Development
- SM 3800: Youth Sport
- SM 3850: Technology and Innovation in Sport
- SM 3950: Sport Ethics
- SM 4100: International Sport Management
- SM 4150: Diversity, Equity, and Inclusion in Sport Management
- SM 4950: Senior Internship in Sport Management
- ENTR 3001: Entrepreneurial Thinking
- HPAL 3050: Coaching Principles
- HPAL 3100: Behavioral and Psychological Aspects of Physical Activity and Coaching
- HPAL 3395: Coaching Practicum
- MKTG 3100: Principles of Marketing
- MKTG 4870: Sports Marketing

Advanced Coaching Method Courses

Students may take up to six credit hours from the following list of courses:

- HPAL 3055: Advanced Coaching Methods for Basketball
- HPAL 3061: Advanced Coaching Methods for Football
- HPAL 3065: Advanced Coaching Methods for Soccer
- HPAL 3075: Advanced Coaching Methods for Softball
- HPAL 3085: Advanced Coaching Methods for Tennis

- HPAL 3090: Advanced Coaching Methods for Strength and Conditioning
- HPAL 3095: Advanced Coaching Methods for Volleyball

University Electives (6 Credit Hours)

In accordance with KSU Graduation policy students must earn a "D" or better in these courses while maintaining at least an overall 2.0 GPA.

Free Electives (6 Credit Hours)

Select 6 credit hours of 1000-4000 level coursework from the University Catalog.

Program Total (120 Credit Hours)