

Sports Analytics Certificate-Embedded

Program Description

This certificate will equip students with the necessary knowledge and skills to utilize data to explain current trends in the sports marketplace. Students will acquire the ability to collect and interpret data using applications and theories from sport management, economics, and statistics.



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

Admission, Enrollment and Graduation Policies

Admission Requirements

This program is only available for students currently admitted and enrolled at Kennesaw State University. For more information, please visit the Admissions section of the Catalog.

Graduation Requirements

This certificate is awarded at time of graduation. Each student is expected to meet the requirements outlined in the Academic Policies: 5.0 PROGRAM REQUIREMENTS & GRADUATION.

Program Course Requirements

Required courses (15 Credit Hours)

- ECON 2106: Principles of Microeconomics
- SM 2100: Introduction to Sport Management
- SM 4600: Research Methods in Sport Management
- SM 4650: Sports Analytics
- SM 4700: Sports Economics

Certificate Total (15 Credit Hours)