

Sports Management (Minor)

The Sports Management minor is designed for students majoring in subjects other than business – providing a solid foundation in the management of sporting enterprises.

The minor spans multiple disciplines, including business, sociology and psychology, to give you a well-rounded perspective on the subject.

Courses include Introduction to Sports Management, Sports-Related Marketing, Sport Psychology and Global Aspects of Sociology and Sport.

See Business, Psychology and Sociology for faculty and course descriptions.

Minor in Sports Management

20 Credits Minimum

Required Courses:

BUS 347	Introduction to Sports Management	4
BUS 411	Sports-Related Marketing	4
Take 12 credits from the following:		
BUS 431	Brand Development & Customer Exp	4
BUS 492	Internship	1-4
COMM 404	Broadcast Sports Production	4
PSYC 338	Sport Psychology	4
SOC 413	Global Aspects of Sociology and Sport	4