

Madonna University

Sport Management • College of Education

About the Program

Overview

The Sport Management Major prepares its students for careers in sport, entertainment, and recreational settings such as: recreation centers, YMCA's, college athletics, and many others.

The field of sport management has exploded over the past decade. This has created much demand and great career opportunities in the world of sports.

History

Recognizing students' need for career preparation, the College of Education designed the Sport Management major to respond to the growing demand for professionals who combine strong oral and written communication skills with the important knowledge and background of sports to help the student succeed in this field.

Unique Features

- Student-centered.
- A program that emphasizes the needs of employers.
- All students are required to develop a professional portfolio that reflects their educational and professional experiences. Through reflective practice, students will be able to demonstrate their levels of expertise when seeking employment or reassignment.
- Promotion of ethical behaviors.

Plan of Study

Sport Management Major: Bachelor of Science (39 s.h.)

Required Major Courses:

SM 1100	Introduction to Sport Management	3 s.h.
SM 2100	Media Relations in Sport	3 s.h.
SM 2300	Sport as Popular Culture	3 s.h.
SM 2910	Sport Management Practicum	1 s.h.
SM 3100	Facility Design and Event Management	3 s.h.
SM 3300	Sport Marketing	3 s.h.
SM 4100	Legal and Ethical Aspects of Sport	3 s.h.
SM 4300	Budgeting and Financing of Sport	3 s.h.
SM 4500	Gender and Race in Sport	3 s.h.
SM 4930	Sport Management Internship	3 s.h.
SM 4950	Seminar in Sport Management	3 s.h.
	REQUIRED CONCENTRATION (see below)	<u>9 s.h.</u>
		39 s.h.

Required Support Courses:

BL 3330	Business Law I	3 s.h.
MKT 2440	Marketing	<u>3 s.h.</u>
		6 s.h.

Required Concentration: Select One Business *or* Journalism.

Journalism Concentration (9 s.h.)

Choose from:

JRN 2050	Public Relations Writing	3 s.h.
JRN 3160	Newspaper Production	2 s.h.
JRN 4050	Advanced Public Relations	3 s.h.
JRN 4160	Adv. Newspaper Production (sport editing)	2 s.h.
JRN 4750	Special Topics: Sport Journalism	1 s.h.

Business Concentration (9 s.h.)

Choose from:

ACC 2000	Survey of Accounting	3 s.h.
MIS 2850	Web Design for Business Applications	3 s.h.
MGT 2360	Prin. of Management	3 s.h.
MGT 3020	Organizational Behavior	3 s.h.

Plan of Study

Sport Management Minor (24 s.h.)

Required Minor Courses:

SM 1100	Introduction to Sport Management	3 s.h.
SM 2100	Media Relations in Sport	3 s.h.
SM 2300	Sport as Popular Culture	3 s.h.
SM 3100	Facility Design and Event Management	3 s.h.
SM 3300	Sport Marketing	3 s.h.
SM 4100	Legal and Ethical Aspects of Sport	3 s.h.
SM 4300	Budgeting and Financing of Sport	3 s.h.
SM 4500	Gender & Race in Sport	<u>3 s.h.</u>
		24 s.h.

Admission Requirements

Admission to the Sport Management program (major or minor) is determined on the basis of the following:

1. Acceptance into Madonna University with an overall undergraduate grade point average of 2.50 on a 4.00 scale in major coursework and overall. (Conditional admission may be granted to those who do not meet the above grade point average).
2. Successful completion of SM 1100 with a grade of C or better.
3. Successful completion of ENG 1010 and 1020.
4. Admission interview with the Program Coordinator.

Note: Only declared majors and minors may take 4000 level courses.



For Admissions Information

Office of Undergraduate Admissions
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email: admissions@madonna.edu
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For Program Information

Kevin King
Program Coordinator
Madonna University
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Madonna University reserves the right to withdraw or modify information in this brochure.

See Advisor or Admissions Office for current information.

Madonna University guarantees the right to equal educational opportunity without discrimination because of race, religion, sex, national origin, age, or disabilities.

Goals of Program:

- Prepare students for a career in sport management.
- Prepare students for graduate work.
- Provide students opportunities where decision-making and critical thinking skills are used in practical job experiences.
- Provide students practical work experiences in professional settings that are consistent with student's goals.
- Provide students a complete sport management curriculum with coursework in collaboration with other academic disciplines.
- Provide students with courses that reflect the trends and professional practices in the Sports Management field.
- Serve students in other disciplines that have an interest in taking courses with sport-related topics.

Career Options:

- City/outdoor recreation departments
- Sport journalism
- Sporting goods/retail management
- Recreation centers
- Youth agencies
- College intramurals
- Sports information
- YMCA's
- College athletics
- Military recreation
- Commercial and private recreation
- Athletic administration

Facts on Sport Management:

- ❖ Currently the eleventh largest industry in the U.S. according to the U.S. Bureau of Labor
- ❖ Generates over \$200 billion dollars per year
- ❖ High demand for qualified professionals in the Sport Management field.
- ❖ Faster than average employment growth for sports occupations.