Sport Management BS

UMSL's Bachelor of Science in Sport Management is an interdisciplinary, professional degree program that prepares students for a wide array of sport-related careers. The curriculum is balanced between educational-community athletics and the business aspects of sport. The coursework provides the knowledge, skills, and practical experiences needed to coordinate school, community, and non-profit sport programs as well as to work with collegiate and professional minor and major league sports teams in a variety of capacities. This foundation provides a springboard to further specialization within the student's area of interest via a variety of electives, minors, field experiences and internships.

General Education Requirements

Students must satisfy the university general education requirements.

As part of meeting the university's general education requirements, the following courses prerequisite courses must be completed:

COMM 1040	Introduction to Public Speaking (MOTR COMM 110)	3
or EDUC 2222	Interpretation: Connecting Audiences and Meaning	
ECON 1001	Principles of Microeconomics (MOTR ECON 102)	3
ENGL 1100	First-Year Writing (MOTR ENGL 200)	3
MATH 1030	College Algebra (MOTR MATH 130)	3
PSYCH 1003	General Psychology (MOTR PSYC 100)	3

There is no foreign language requirement for the degree.

Degree Requirements

Required Courses		
MGMT 3600	Management and Organizational Behavior	3
MKTG 3700	Principles of Marketing	3
SPMGT 1113	Introduction to Sport Management and Administration	3
SPMGT 2200	Legal Issues in Sports	3
SPMGT 3100	Ethics in Sports	3
SPMGT 4113	Educational and Community Athletics	3
SPMGT 4999	Sport Management Internship	6
Electives		
Choose five of the following courses: [1]		15
CNS ED 3200	Interpersonal Skills in Helping Relationships	
COMM 1150	Introduction to Public Relations	
COMM 2231	Communication in the Organization	
COMM 3370	Social Media in Public Relations	
ECON 3610	Economics of Sports, Gaming, and Gambling	
MEDIA ST 2210	Video Production I	
MEDIA ST 2211	Introduction to Digital Multimedia Production	
MEDIA ST 2225		
MGMT 3611	Advanced Management and Organizational Behavior	
MKTG 3720	Advertising and Promotion	
MKTG 3721	Introduction to Digital Marketing Strategies	
MKTG 3722	Introduction to Social Media Marketing	
MKTG 3765	Sports Marketing	
PHY ED 2134	Personal Physical Fitness	
PHY ED 2136	Facilities Management	
PSYCH 2400	Sports Psychology	
SPMGT 3731	Sports Media and Technology	
SPMGT 4213	Athletic Compliance	
SPMGT 4990	Sport Management Field Experience	
Total Hours		**39**

1

Students may take up to six hours from any area as pre-approved by advisor.

2

Students may take up to nine hours of SPMGT 4990.

Learning Outcomes

This program is planning for accreditation by the Commission on Sport Management Accreditation (COSMA). Upon completion of the program, graduates will be able to:

- Apply an interdisciplinary foundation of management, sports, and marketing theories to a variety of sports management settings.
- Develop a marketing toolbox that integrates theories with the fundamental aspects of sports, sports products, consumer and market research, sponsorship, promotion and media.
- Examine and explore the legal environments of amateur, collegiate, and professional sports programs with respect to state and federal legislation, liability, risk management, contracts, and collective bargaining.
- Demonstrate the ability to manage sports facilities to apply key concepts of planning, design, and evaluation of a sports program or sports-related event.
- Develop and refine leadership and communication skills necessary within a sports organization and team-oriented sports institutions.
- Recognize and evaluate ethical decision-making, balancing economic priorities and social responsibilities of sports organizations.
- Demonstrate socio-cultural commitment and responsibility in any given sports management environment.

Sample Four Year Plan

First Year

Fall	Hours	Spring	Hours
ENGL 1100	3	ECON 1001	3
SPMGT 1113	3	PSYCH 1003	3
COMM 1040	3	CORE - Information Literacy	3
MATH 1030	3	EXPLORE - Math and Sciences	3
HIST 1001 or 1002	3	EXPLORE - Humanities and Fine Arts	3

INTDSC 1003	1		
	16		**15**

Second Year

Fall	Hours	Spring	Hours
SPMGT 2200	3	SPMGT 3100	3
EXPLORE - Math and Sciences	3	MGMT 3600	3
EXPLORE - Humanities and Fine Arts	6	MKTG 3700	3
EXPLORE - Social Sciences[1]	3	Sport Management Program Elective	3
		EXPLORE - Math and Sciences	3
	15		**15**

Third Year

Fall	Hours	Spring	Hours
Sport Management Program Elective	12	SPMGT 4113	3
ENGL 3100	3	SPMGT 4999	3
		Elective or minor	3
		Elective or minor	3
		Elective or minor	3
	15		**15**

Fourth Year

Fall	Hours	Spring	Hours
SPMGT 4999	3	Elective or minor	3
Elective or minor	3	Elective or minor	3
Elective or minor	3	Elective or minor	3
Elective or minor	3	Elective or minor	3
Elective or minor	3	Elective or minor	3
	15		**15**

Total Hours: 121

1

Course should also satisfy the Cultural Diversity Requirement.

PLEASE NOTE: This plan is an example of what a four year plan could look like for a typical student. Placement exam scores in math as well as the completion of coursework may change the plan. It should not be used in the place of regular academic advising appointments. All students are encouraged to meet with their advisor. All requirements are subject to change.