



*Sport Management*

# Sport Management and Promotion

New Major within the Business Administration Department at the University of Saint Joseph

# SPORTS INDUSTRY

- SPORTS INDUSTRY IN NORTH AMERICA PROJECTED TO BE VALUED AT \$73.5 BILLION BY 2019 (FORBES)
- GROWTH EXPECTED IN
  - > GATE REVENUES
  - > MEDIA RIGHTS
  - > SPONSORSHIP
  - > MERCHANDISING
- SPORTS MANAGEMENT JOB GROWTH PROJECTED TO GROW 9% ANNUALLY THROUGH 2024 (BUREAU OF LABOR STATISTICS)

# Careers within the Sport Industry

- Sport Event Manager
- Health and Fitness Industry
- Sales and Ticketing
- Marketing and Promotion
- Sponsorship
- Youth Sports

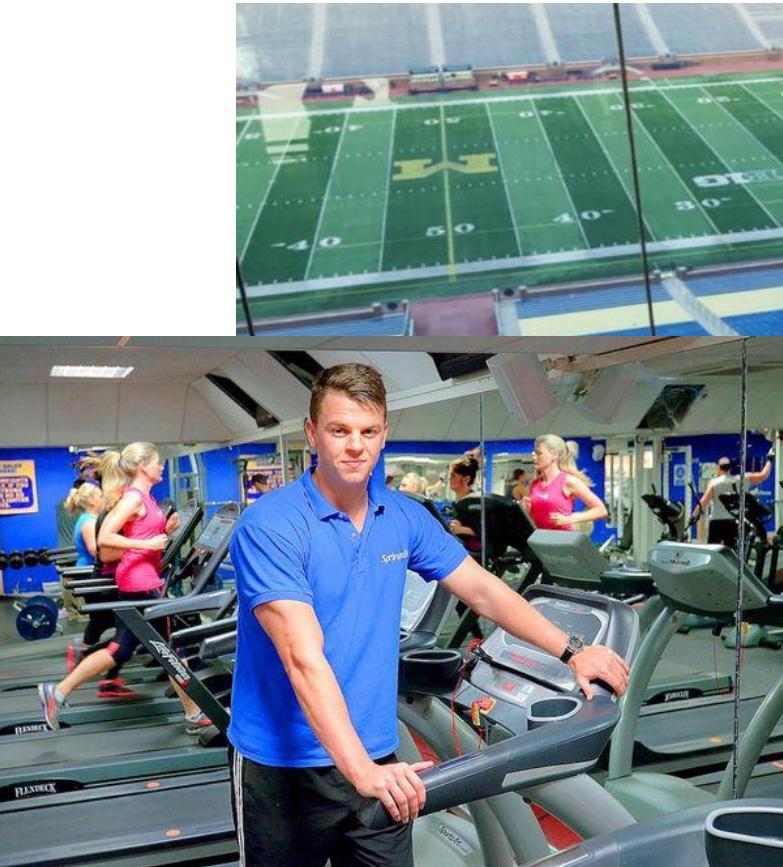


# Career in Sports



# Sport industries

are seeking students who have a background knowledge of the business of sports.



# The new major will focus

- on teaching students the business management side of the sport industry
- on educating students on ethical values and personal integrity.



# Sport Management & Promotion Curriculum

- ACCT 203 – Accounting and Finance in Sports – 4 credits
- MGMT 105 – Introduction to Sport Operations - 3 credits
- MGMT 206 – History of Sport in the U.S. in the 20<sup>th</sup> & 21<sup>st</sup> Centuries
- MGMT 318 - Event Management – 3 credits
- MGMT 319 - Venue Management and Design – 3 credits
- MGMT 418 - Ethics in Sport – 3 credits
- MGMT 460 - Contemporary Issues in Sport Management - 3 credits
- MGMT 394 - Sport Marketing 3 credits
- **MGMT 285 & MGMT 485 - Internship - 3 credits**

Through careful selection of management electives and an interest-focused internship, students can focus their program of study in the following area:

## **Coaching Minor**

- **NUTR 245 - Health Promotion Strategies** 3 Credits **or**
- **NUTR 220 - Fundamentals of Nutrition** 3 Credits
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- **SPST 210 - Motivation & Leadership in Sports** 3 Credits
- **SPST 200 - Athletic Injury Care and Prevention** 3 Credits
- **SPST 202 - Exercise Physiology** 3 Credits
- **SPST 300 - Sports Law** 2 Credits
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- **SPST 400 - Principles of Coaching** 3 Credits **or**
- **SPST 401 - Coaching Practicum** 2 Credits **or**
- **SPST 380 - Practical Topics in Coaching** 3 Credits