



2026-2027

SPORT MANAGEMENT MAJOR, B.A.

Management & Marketing Department; Howard and Beverly Dayton School of Business

Sport Management is designed to provide the student with the opportunity to develop expertise in business management with an emphasis toward the arena of sports. People given the opportunity for responsibility in the management of sport programs and facilities must also become familiar with various aspects of business management and professionalism. The major addresses the emphasis on Christian service in the growing area of world sport business. Opportunities for employment would include a variety of sport organizations involving management, marketing, promotion and fundraising.

Students must complete all Foundations requirements and major requirements, as well as any additional General Electives needed to reach the minimum of 124 total credits required for a Bachelor's degree.

[Requires advising plan to be completed by ACC, BUS, FIN, or MKT majors.]

MAJOR REQUIREMENTS (63)

Business Core (42)

__ 3	ACC	201	Financial Accounting
__ 3	ACC	202	Managerial Accounting
__ 3	ACC	361	Info Systems & Business Tech
__ 3	BU	211	Principles of Management
__ 3	BU	253	God, Faith & Marketplace
__ 3	BU	261	Business Analytics I
__ 3	BU	262	Business Analytics II
__ 3	BU	321	Business Law I
__ 3	BU	401	Workplace Foundations
__ 3	ECN	272	Intro Microeconomics
__ 3	ECN	273	Intro Macroeconomics
__ 3	FIN	281	Give, Save, Spend
__ 3	FIN	351	Principles of Finance
__ 3	MKT	241	Principles of Marketing

Choose 9 hours from Sport Management courses:

ART	254	Graphic Design I	
BU	416	HR Mgmt & Org Behavior	
COM	230	Leadership Skills	
__ 3	COM	261	Social Media & Emerging Tech
COM	461	Social Media Marketing	
EQ	340	Equine Law	
MKT	343	Fund Professional Selling	
__ 3	MKT	344	Sales Management
MKT	345	Adv Professional Selling	
MKT	346	CRM & Sales Technologies	
MKT	461	Brand Management	
__ 3	SPM	330	Sport Communication
SPM	400	Sport Law	
SPM	435	Internship	

Sport Management Core (12)

__ 3	SPM	220	Intro to Sport Management
__ 3	SPM	320	Sport Event Management
__ 3	SPM	340	Sport Marketing
__ 3	SPM	422	Facility Management & Design

Plus FOUNDATIONS REQUIREMENTS (53)

(3 credits Social Science satisfied by required major courses.)

Plus GENERAL ELECTIVES needed to reach minimum 124 credits (8)