

Bachelor of Science - Sport Management

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Michelle Redmond, Ph.D., Undergraduate Program Director
2020 Student Recreation Center
757 683-3354

Four-Year Plan - Sport Management - BS
(<http://catalog.odu.edu/undergraduate/dardencollegeofeducation/humanmovementsscience/sportmgmt-bs-fouryearplan/>)

- The four-year plan is a suggested curriculum to complete this degree program in four years. It is just one of several plans that will work and is presented only as broad guidance to students. Each student is strongly encouraged to develop a customized plan in consultation with their academic advisor. Additional information can also be found in Degree Works.

This program is designed to prepare students for entry-level positions within the sport industry. Students acquire knowledge and skills needed for careers with professional sport teams and leagues, intercollegiate athletics, sport facility and event management companies, sport marketing agencies, and other sport-related businesses. The requirements for the program are as follows:

Prerequisites

- MATH 102M, MATH 103M, MATH 162M or STAT 130M with a passing grade is a prerequisite for SMGT 214.
- SMGT 214 is a prerequisite for all other SMGT core courses.
- ENGL 110C and ENGL 211C or the equivalent are prerequisites for SMGT 315 and SMGT 450W.
- ACCT 201 is a prerequisite for SMGT 331.

Continuance

- Maintain an overall grade point average of 2.0 or higher.
- Maintain a grade point average of 2.0 or higher in the major.
- Earn a grade of C or higher in SMGT 450W and a grade of C- or higher in all other SMGT core courses.
- Grade of C- or higher in all additional required courses for the major (ACCT 201, ACCT 202, ECON 202S, MKTG 311 and MGMT 325).
- Complete an internship seminar and all core course work prior to the internship.
- A total of 9 credit hours of advisor-approved electives is required to attain 120 credit hours for graduation.

Exit

- Have an overall grade point average of 2.0 or higher.
- Have a grade point average of 2.0 or higher in the major.
- Complete ENGL 110C, ENGL 211C, or ENGL 221C or ENGL 231C and the writing intensive (W) course in the major SMGT 450W with a grade of C or better.
- Complete an internship.
- Satisfy all core competencies.
- Complete 120 credit hours.
- Take the University Senior Assessment Survey.

Lower-Division General Education

Written Communication Skills *	6
Oral Communication	3
Mathematical Skills	3
MATH 102M College Algebra	

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or MATH 103M College Algebra with Supplemental Instruction or MATH 162M Precalculus I or STAT 130M Elementary Statistics	
Language and Culture	0-6
Information Literacy and Research	3
Human Creativity	3
Interpreting the Past	3
Literature	3
Philosophy and Ethics **	
The Nature of Science	8
Human Behavior	3
ECON 200S Basic Economics or ECON 201S Principles of Macroeconomics	
Impact of Technology	3
Total Hours	38-44

* Grade of C or better required in both courses.

** Satisfied with SMGT 450W in the major.

Sport Management Core Requirements

SMGT 214	Introduction to Sport Management *	3
SMGT 305	Sport Administrative Theory *	3
SMGT 312	Sport Sales *	3
SMGT 315	Sport Media and Public Relations *	3
SMGT 331	Fiscal Planning and Management in Sport and Recreation *	3
SMGT 414	Sport Marketing *	3
SMGT 421	Legal Aspects in Recreation and Sport Management *	3
SMGT 450W	Ethics and Morality in Sport **	3
SMGT 452	Sport Facility Management *	3
SMGT 453	Event Management and Sport Sponsorship *	3
SMGT 455	Sport in Contemporary Society *	3
SMGT 366	Internship Seminar	1
SMGT 368	Internship *	12

Additional Required Courses

ACCT 201	Principles of Financial Accounting *	3
ACCT 202	Principles of Managerial Accounting *	3
ECON 202S	Principles of Microeconomics *	3
MKTG 311	Marketing Principles and Problems *	3
MGMT 325	Contemporary Organizations and Management *	3

Total Hours **61**

* Grade of C- or better required.

** Grade of C or better required.

Elective credit may be needed to meet the minimum of 120 credits required for the degree. Additional SMGT courses as well as courses other than SMGT may be used to meet elective requirements.

Upper-Division General Education

A minor in Management or Marketing is recommended, but students may select another minor with approval from their advisor. Students must follow the requirements for the selected minor option as outlined in this Catalog.

Requirements for Graduation

Requirements for graduation include a minimum cumulative grade point average of 2.0 overall and in the major, 120 credit hours, which must include both a minimum of 30 credit hours overall and 12 credit hours in upper-level courses in the major program from Old Dominion University, completion of ENGL 110C, ENGL 211C or ENGL 221C or ENGL 231C and the writing

intensive (W) course in the major with a grade of C or better, and completion of the Senior Assessment.

SPORT MANAGEMENT Courses

SMGT 214. Introduction to Sport Management. 3 Credits.

Course will introduce students to the basic foundational knowledge of the sport industry, plus a wide range of career opportunities involving sport, and the various impacts of sport. Prerequisites: A passing grade in MATH 102M or MATH 103M or MATH 162M or STAT 130M.

SMGT 305. Sport Administrative Theory. 3 Credits.

Principles of organization and administration as they apply to managing sport organizations. Issues related to working with and through individuals to achieve organizational goals and objectives are discussed. Prerequisites: SMGT 214 with a grade of C- or better.

SMGT 312. Sport Sales. 3 Credits.

This course will teach students to learn and navigate the sport sales process. The financial strength of a sport entity is determined by its sales ability, and through lecture, guest speakers, and applied 'real world' exercises, students will have the opportunity to obtain knowledge, skills, and experiences in sport sales that are essential for entry level positions. Prerequisites: SMGT 214 with a grade of C- or better.

SMGT 315. Sport Media and Public Relations. 3 Credits.

An introduction to sport media and public relations. Special emphasis will be placed on the communications process in sport and the various mediums that can be used to convey messages. The internal and external publics involved in sport public relations will be examined along with the steps involved in the process. Prerequisite: SMGT 214 with a grade of C- or better, and a grade of C or better in ENGL 110C and ENGL 211C or ENGL 221C or ENGL 231C.

SMGT 331. Fiscal Planning and Management in Sport and Recreation. 3 Credits.

This course is designed to examine the principles and practices of financial management in diverse recreation and sport service settings. Course will explore the basic concepts of financial planning and analysis to effectively manage a successful operation. Prerequisites: SMGT 214 with a grade of C- or better, ACCT 201, and MATH 102M or higher.

SMGT 366. Internship Seminar. 1 Credit.

Agency field placement is required of all students in Sport Management. Seminar will include resume and cover letter writing skills, internship requirements, agency placement referrals, and interviewing techniques. Prerequisites: SMGT 214 with a grade of C- or better, and junior standing.

SMGT 368. Internship. 12 Credits.

Culminating field-based experience required for all students with a major in sport management. Students will work with faculty in securing a placement with a sport-related organization to apply the knowledge from the classroom to real-world experiences. Minimum of 400 clock hours. Internship sites must be approved by the internship coordinator. Prerequisites: A passing grade in SMGT 366, senior standing with a minimum of 30 earned credits in SMGT courses, a GPA of 2.0 in the major, and permission of the instructor.

SMGT 369. Practicum. 3 Credits.

Selected off-campus experiences in physical education, leisure activities, and athletics that will enable students to become more actively involved with field-based professionals engaged in skills within their respective discipline. Prerequisites: SMGT 214 with a grade of C- or better, sophomore standing or higher, restricted to sport management majors or minors, and permission of the instructor.

SMGT 414. Sport Marketing. 3 Credits.

Course will examine competitive market strategies as they apply to the sport industry. Emphasis will be placed on the relationship between sport products and sport markets, the communication mix, market research, and the role of strategic planning for business sponsorship. Prerequisites: SMGT 214 with a grade of C- or better and junior standing.

SMGT 415. Principles of Coaching Management. 3 Credits.

This course is designed to provide students with a basic knowledge of the coaching profession. Special emphasis will be placed on establishing a sound coaching philosophy, selecting a coaching style, desirable qualities of a coach, ethics and the coach, roles of the head coach, planning and organizing for games and practices, coaching pedagogy, off-season planning, final preparations for the season, and issues and problems related to coaching and recruiting athletes. Prerequisites: ENGL 110C.

SMGT 421. Legal Aspects in Recreation and Sport Management. 3 Credits.

This course presents an overview of the increasing effect the law is having on amateur athletics, professional sports and recreation programs. Prerequisites: SMGT 214 with a grade of C- or better and junior standing.

SMGT 450W. Ethics and Morality in Sport. 3 Credits.

This writing intensive course offers an introduction to ethics and morality within the context of sports. It examines the values of sport and the basis for ethical decision making. Readings, case studies and class discussion are used to explore the moral significance of sport. This course is designed to foster critical thinking skills and to improve written and verbal communication skills through analysis of philosophical and ethical issues associated with sport. Prerequisites: SMGT 214 with a grade of C- or better, a grade of C or better in ENGL 110C and ENGL 211C or ENGL 221C or ENGL 231C and Junior standing.

SMGT 452. Sport Facility Management. 3 Credits.

An examination of the principles and practices of sport facility management. Special emphasis will be placed on management functions related to facility supervision, financing, marketing, public relations, risk management, security, operations, maintenance, programming, scheduling, event planning, box office operations and concessions. Prerequisites: A grade of C- or better in SMGT 214 and junior standing.

SMGT 453. Event Management and Sport Sponsorship. 3 Credits.

This course is designed to provide a detailed examination of the relationship between sport and corporate sponsorship. Topics will include sport sponsorship background and history, reasons for sponsorship, benefits of sponsorship, types of sport sponsorship, strategic communication through sponsorship, sponsorship valuation, and evaluation of sponsorship packages. Special emphasis will be placed on the relationship between sport sponsorship development, event planning and fund-raising strategies. Prerequisites: SMGT 214 with a grade of C- or better, and junior standing.

SMGT 455. Sport in Contemporary Society. 3 Credits.

Discusses the phenomenon of sport as it represents one of the most pervasive social institutions today. The major theme of this course is to demonstrate how sport reflects and enforces the beliefs, values, and ideologies of society. Emphasis is placed on changing attitudes and current trends in the world of sport. The course will be taught from sociological and philosophical perspectives. Prerequisites: SMGT 214 with a grade of C- or better, and junior standing.

SMGT 456/556. Sport Psychology. 3 Credits.

This course examines psychological theories and research related to sport and exercise behavior. The course is designed to introduce students to the field by providing a broad overview of topics associated with sport and exercise psychology. Prerequisites: ENGL 110C.

SMGT 460/560. Sport and Social Justice. 3 Credits.

The class is a comprehensive survey of the historical interrelationship between sports and civil rights movements in the United States, emphasizing the African American experience. Through popular and academic text and documentary films, students will examine the role that sport has played in raising consciousness about racial issues, and how participation and spectatorship influence attitudes about race. Prerequisites: SMGT 214 or instructor permission.

SMGT 495/595. Topics in Sport Management. 3 Credits.

This course provides an opportunity for in-depth study of selected topics in sport management. Prerequisites: ENGL 110C.

SMGT 497. Independent Study in Sport Management. 1-3 Credits.

Individualized instruction to include research, specialized studies, or other scholarly writing. Prerequisites: Permission of the instructor.