

Bachelor of Science

Sport Management (BS)

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

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.

Requirements

Lower-Division General Education

Written Communication (http://catalog.odu.edu/undergraduate/requirements-undergraduate-degrees/#written)	6
Oral Communication (http://catalog.odu.edu/undergraduate/requirements-undergraduate-degrees/#oral)	3
Mathematics (http://catalog.odu.edu/undergraduate/requirements-undergraduate-degrees/#math)	3
Language and Culture (http://catalog.odu.edu/undergraduate/requirements-undergraduate-degrees/#language)	0-6
Information Literacy and Research (http://catalog.odu.edu/undergraduate/requirements-undergraduate-degrees/#information)	3
Human Behavior (http://catalog.odu.edu/undergraduate/requirements-undergraduate-degrees/#behavior)	3
Human Creativity (http://catalog.odu.edu/undergraduate/requirements-undergraduate-degrees/#creativity)	3
Interpreting the Past (http://catalog.odu.edu/undergraduate/requirements-undergraduate-degrees/#interpret)	3
Literature (http://catalog.odu.edu/undergraduate/requirements-undergraduate-degrees/#literature)	3
Philosophy and Ethics (http://catalog.odu.edu/undergraduate/requirements-undergraduate-degrees/#philosophy)	3
The Nature of Science (http://catalog.odu.edu/undergraduate/requirements-undergraduate-degrees/#nature)	8
Impact of Technology (http://catalog.odu.edu/undergraduate/requirements-undergraduate-degrees/#impact)	3

Written Communication Skills: Grade of C or better required in both courses.

Mathematics: Select from MATH 102M, MATH 103M, MATH 162M, STAT 130M

Human Behavior: ECON 200S or ECON 201S required

Philosophy and Ethics: Satisfied with SMGT 450W in the major.

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 the following:

- Minimum of 120 credit hours.
- Minimum of 30 credit hours overall and 12 credit hours of upper-level courses in the major program from Old Dominion University.
- Minimum overall cumulative grade point average of C (2.00) in all courses taken.
- Minimum overall cumulative grade point average of C (2.00) in all courses taken toward the major.

- Minimum overall cumulative grade point average of C (2.00) in all courses taken toward a minor.
- Completion of ENGL 110C, ENGL 211C or ENGL 231C, and the writing intensive (W) course in the major with a grade of C or better. The W course must be taken at Old Dominion University.
- Completion of Senior Assessment.

Sport Management Major

General Education

Complete lower-division requirements	38-44
Complete upper-division requirements (minor required; minimum of 12 credit hours)	12

Sport Management

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 * or COMM 462 Sport and Strategic Communication	3
SMGT 331	Fiscal Planning and Management in Sport and Recreation *	3
SMGT 369	Sport Management Practicum *	3
SMGT 414	Sport Marketing *	3
SMGT 421	Legal Aspects in Recreation and Sport Management *	3
SMGT 432	Sport Facility and Event Management *	3
SMGT 450W	Ethics and Morality in Sport **	3
SMGT 455	Sport in Contemporary Society *	3
SMGT 468	Sport Management Internship *	6-12

Additional Required Courses

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

Total Credit Hours **101-113**

* 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.

Additional Requirements and Information

Prerequisites

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

Continuance

1. Maintain an overall grade point average of 2.0 or higher.
2. Maintain a grade point average of 2.0 or higher in the major.
3. Earn a grade of C or higher in SMGT 450W and a grade of C- or higher in all other SMGT core courses.
4. Grade of C- or higher in all additional required courses for the major (ACCT 201, ECON 202S, MKTG 311 and MGMT 325).
5. Complete SMGT 369 and all core course work prior to the internship.

6. A total of 9 credit hours of advisor-approved electives is required to attain 120 credit hours for graduation.

Exit

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

Degree Program Guide

The Degree Program Guide 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.

Course	Title	Credit Hours
Freshman		
First Semester		
ENGL 110C	English Composition (C or better required)	3
Select one of the following:		3
MATH 102M	College Algebra	
MATH 103M	College Algebra with Supplemental Instruction	
MATH 162M	Precalculus I	
STAT 130M	Elementary Statistics	
Human Creativity		3
Oral Communication		3
Elective or Foreign Language (if required)		3
Credit Hours		15
Second Semester		
Select one of the following:		3
ENGL 211C	Writing, Rhetoric, and Research	
ENGL 231C	Writing, Rhetoric, and Research: Special Topics	
Interpreting the Past		3
Information Literacy and Research		3
Elective or Foreign Language (if required)		3
SMGT 214	Introduction to Sport Management (C- or better required)	3
Credit Hours		15
Sophomore		
First Semester		
Nature of Science I		4
Literature		3
ACCT 201	Principles of Financial Accounting (C- or better required)	3
ECON 200S or ECON 201S	Basic Economics (C- or better required) or Principles of Macroeconomics	3

SMGT 305	Sport Administrative Theory (C- or better required)	3
Credit Hours		16
Second Semester		
Nature of Science II		4
ECON 202S	Principles of Microeconomics (C- or better required)	3
Impact of Technology		3
SMGT 312	Sport Sales (C- or better required)	3
SMGT 369	Sport Management Practicum (C- or better required)	3
Credit Hours		16
Junior		
First Semester		
MKTG 311	Marketing Principles and Problems (C- or better required)	3
SMGT 331	Fiscal Planning and Management in Sport and Recreation (C- or better required)	3
MGMT 325	Contemporary Organizations and Management (C- or better required)	3
Minor or elective		3
Minor or elective		3
Credit Hours		15
Second Semester		
SMGT 315 or COMM 462	Sport Media and Public Relations (C- or better required) or Sport and Strategic Communication	3
SMGT 414	Sport Marketing (C- or better required)	3
SMGT 421	Legal Aspects in Recreation and Sport Management (C- or better required)	3
SMGT 450W	Ethics and Morality in Sport (C or better required)	3
Minor or elective		3
Credit Hours		15
Senior		
First Semester		
SMGT 432	Sport Facility and Event Management (C- or better required)	3
SMGT 455	Sport in Contemporary Society (C- or better required)	3
Minor or Elective		3
Minor or Elective		3
Elective		3
Credit Hours		15
Second Semester		
SMGT 468	Sport Management Internship (C- or better required)	6-12

Elective as needed	7
Credit Hours	13-19
Total Credit Hours	120-126

BA or BS to MBA (Master of Business Administration) Linked Program

The linked BA/MBA or BS/MBA program is an early entry to the MBA program of study. The early-entry program is designed for well qualified non-business undergraduate ODU students to start their MBA program prior to completing their undergraduate degree. Well qualified non-business undergraduate students may take MBA-level courses as early as three semesters prior to graduation and count up to 12 graduate credits toward their undergraduate degree. Students participating in the early-entry program must earn a minimum of 150 credit hours (120 discrete credit hours for the undergraduate degree and 30 discrete credit hours for the graduate degree). Early-entry program students should carefully consider their undergraduate degree program requirements when planning their course of study. Students in the early-entry program work in close consultation with the MBA Program Office and should refer to information in the Strome College of Business section in the graduate catalog (<http://catalog.odu.edu/graduate/stromecollegeofbusiness/>) to develop an individualized plan of study based on the required coursework.

BA or BS to MPA (Master of Public Administration) Linked Program

The linked BA/MPA or BS/MPA program provides qualified Old Dominion University undergraduate students with the opportunity to earn a master's degree in public administration while taking credits in the MPA program as an undergraduate student. The program is designed for highly motivated students with the desire to immediately continue their education after the bachelor's degree. The program is especially relevant to individuals seeking to work (or currently working) in the public or non-profit sectors, but is suitable for students from any undergraduate major. Graduate courses may be taken during the fall and spring semester of the student's senior undergraduate year. Up to 12 graduate credits can count toward both the undergraduate and graduate degree and can meet upper-level General Education requirements. After receiving the undergraduate degree, a student will continue with the MPA program, taking MPA courses until completing the required 39 credit hours. Students in the linked program must earn a minimum of 150 credit hours (120 discrete credit hours for the undergraduate degree and 30 discrete credit hours for the graduate degree).

Requirements for admission to the graduate program can be found in the School of Public Service section of the Graduate Catalog (<http://catalog.odu.edu/graduate/business/public-service/>). For additional information, please contact the School of Public Service in the Strome College of Business.