

SPORTS MANAGEMENT (BS)

Innovation and Entrepreneurship

Sport Managers actively plan and implement sport-related events and manage facilities in the various segments of the industry. This includes recreation, high school, college, and professional sports. Professionals in the field must have a strong understanding of how to market and sell their product as well as build their brand. The unique dynamics that set sport apart from other business endeavors must be thoroughly understood for success in the industry. Skills needed include managing, planning, and budgeting along with finance, law, and risk as it relates to the sport industry.

Students will combine their passion for sports with the core principles of business through courses such as Facility and Event Management, Sports Law, Sports Marketing and Sales, Sports Governance, and Sports Finance. Students' complete internship experiences to match their interests that take them from the classroom to real-world experiences. Reasons to Study Sports Management at Plymouth State: Students and teaching are our #1 priority. We're big enough to provide all the resources of a comprehensive university, yet small enough that every student receives individualized attention.

Knowledgeable faculty with real world experience in the industry. Our sports management and business faculty are seasoned experts, with years of industry experience that they bring to the classroom.

Cutting-edge curriculum: We continually update our curriculum to offer real-world experiences and current trends in the industry. Students have the opportunity to combine their major with minors in a variety of areas including coaching, marketing, professional sales, professional communications, data analytics, and pre-law to name a few.

Vibrant student organization: We have an active student club that attends career fairs, host industry speakers, tours sports facilities, and volunteers for local sport-related events. Students plan, organize and run sport events to support overall student engagement. It's a great way to meet other students, make connections in the industry, and gain experience.

Degree Requirements

SPORTS MANAGEMENT, Bachelor of Science (120 credits)

The Bachelor of Science in Sports Management is a dynamic program bridging the disciplines of Business and Health and Human Performance at Plymouth State University. Students engage in courses that prepare them for management careers in recreation, high school, college, and professional level sports. Courses in coaching, marketing, events, and sales help students further explore career choices and options.

The "career ready" focus combined with the "hands-on" classroom experiences support the constant application of classroom theory to practice. Sports Management majors at Plymouth State complete an internship experience. *All baccalaureate business degree programs offered are nationally accredited by the Association of Collegiate Business Schools and Programs (ACBSP).*

Course	Title	Credits
Business Common Components		
BUS 1100	Introduction to Marketing and Sales	4
BUS 1200	Business Law and Ethics (DICO)	4
BUS 1300	Digital Information Technologies (TECO)	4
BUS 1400	Principles of Economics (GACO)	4

BUS 2000	Financial & Managerial Accounting	4
BUS 2200	Management and Decision Making	4
BUS 2300	Business Writing and Presenting (WRCO)	4
BUS 2400	Financial Management	4

Major Requirements

LAW 3100	Sports Law	4
MKT 3450	Sports Marketing and Sales	4
SM 2250	Introduction to Sports Management	4
SM 3350	Sport Facility and Event Management	4
SM 3450	Financial Management in Sports	2
SM 3150	Sports Governance	2
MGM 4900	Strategy & Sustainable Competitive Advantage	4

Major Electives

Choose one from the following:		3
CC 3780	Sport in Society	
SM 3100	Administration of Athletics	

Major Practical Experience

Choose one from the following:		3-4
SM 3880	Sports Management Practicum (minimum of 3 credits) ¹	
SM 4880	Sports Management Internship (4-12 credits) ³	

Quantitative Reasoning in the Discipline Connection

Choose one ACC, DAT, FIN, MGM, MKT, 3000/4000-level QRCO attribute course		4
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Mathematics Foundations

MA 2210	Finite Math with Business Statistics (QRCO)	4
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General Education (<https://coursecatalog.plymouth.edu/general-education/>)

EN 1400	Composition	4
IS 1115	Tackling a Wicked Problem	4
CTDI (https://coursecatalog.plymouth.edu/general-education/#CTDI)	Creative Thought Direction	3-4

PPDI (https://coursecatalog.plymouth.edu/general-education/#PPDI)	Past and Present Direction	3-4
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SIDI (https://coursecatalog.plymouth.edu/general-education/#SIDI)	Scientific Inquiry Direction	3-4
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SSDI (https://coursecatalog.plymouth.edu/general-education/#SSDI)	Self and Society Direction	3-4
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Directions (choose from CTDI, PPDI, SIDI, SSDI) (https://coursecatalog.plymouth.edu/general-education/) ²		4-8
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WECO (https://coursecatalog.plymouth.edu/general-education/#WECO)	Wellness Connection	3-4
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INCP (https://coursecatalog.plymouth.edu/general-education/#INCP)	3-4
Free Electives	17
Total Credits	120

¹ Sports Management Practicum (SM 3880) requires a minimum cumulative grade point average of 2.00. Sports Management Internship (SM 4880) requires a minimum cumulative grade point average of 2.70.

² Directions should total 20 credits (unless the major has a waiver for a specific Direction).

³ Internship credits in excess of four credits count as free electives toward the credits required for graduation.

Recommended Course Sequence

Check all course descriptions for prerequisites before planning course schedule. Course sequence is suggested but not required.

To complete the bachelor's degree in 4 years, you must successfully complete a minimum of 15 credits each semester or have a plan to make up credits over the course of the 4 years. For example, if you take 14 credits one semester, you need to take 16 credits in another semester. Credits completed must count toward your program requirements (major, option, minor, certificate, general education or free electives).

Course	Title	Credits
Year One		
EN 1400	Composition	4
IS 1115	Tackling a Wicked Problem	4
Math Foundations		
MA 2210	Finite Math with Business Statistics (QRCO)	4
BUS 1100	Introduction to Marketing and Sales	4
BUS 1200	Business Law and Ethics (DICO)	4
BUS 1300	Digital Information Technologies (TECO)	4
BUS 1400	Principles of Economics (GACO)	4
SM 2250	Introduction to Sports Management	4
Credits		32
Year Two		
BUS 2000	Financial & Managerial Accounting	4
BUS 2100	Introduction to Finance	2
BUS 2200	Management and Decision Making	4
BUS 2300	Business Writing and Presenting (WRCO)	4
SM 3150	Sports Governance	2
MKT 3450	Sports Marketing and Sales	4
PPDI (https://coursecatalog.plymouth.edu/general-education/#PPDI)	Past and Present Direction	4
Directions (choose from CTDI, PPDI, SIDI, SSDI) (https://coursecatalog.plymouth.edu/general-education/)		4
Credits		28
Year Three		
LAW 3100	Sports Law	4

QRCO Quantitative Reasoning in the Discipline		4
WECO (https://coursecatalog.plymouth.edu/general-education/#WECO)	Wellness Connection	3-4
CC 3780 or SM 3100	Sport in Society or Administration of Athletics	3
Directions (choose from CTDI, PPDI, SIDI, SSDI) (https://coursecatalog.plymouth.edu/general-education/)		6-8
Free Electives		9
Credits		29-32
Year Four		
SM 3350	Sport Facility and Event Management	4
SM 3450	Financial Management in Sports	2
SM 3880	Sports Management Practicum	3
MGM 4900	Strategy & Sustainable Competitive Advantage	4
INCP (https://coursecatalog.plymouth.edu/general-education/#INCP)	Integrated Capstone	4
Directions (choose from CTDI, PPDI, SIDI, SSDI) (https://coursecatalog.plymouth.edu/general-education/)		4
Free Electives		8
Credits		29
Total Credits		120

¹ Directions should total 20 credits (unless the major has a waiver for a specific Direction).

Learning Outcomes

- Students will be able to demonstrate adequate knowledge and competencies needed to be successful sports management professionals in a variety of settings.
- Students will be able to effectively apply knowledge and skills learned throughout the curriculum in real world settings.
- Students will be able to apply critical thinking and reasoning skills as sports management professionals.
- Students will be able to capably communicate, orally and in writing, as a sports management professional within various sport settings.
- Students will be able to analyze sport business situations and apply appropriate business principles to decision-making.