

Ursuline COLLEGE CAMPUS
GANNON UNIVERSITY

Undergraduate Program

SPORT MANAGEMENT

Careers

- Athletic Director
- Coach
- Facility Operations Manager
- Game Day or Event Coordinator
- Sponsorship Coordinator
- Sports Editor
- Sports Marketing Specialist

Learn the business of sports at the collegiate, high school, professional, and recreational level

As a sport management major, you'll study the history of sport and the role it plays in society, how to market sports teams, manage facility, work with coaches and lead an athletic department.

Your time in the classroom is spent learning from our experienced professors who have worked in the fields of coaching, athletic administration, sports public relations and business. You can intern with local high schools, recreation departments or even the National Basketball Academy. With accreditation from the International Accreditation Council for Business Education, the Ursuline Sport Management program will prepare you for a variety of jobs in this $50 billion industry.

"I believe that if you are given the opportunity to help others, you should. My Ursuline education... has strengthened that belief and empowered me to find new ways to live it."
Grace VN.
Sport Management graduate



CONTACT US

Undergraduate Admissions
admissionsursuline@gannon.edu
440.646.8362

ursuline.edu/admission

Sport Management

COURSE REQUIREMENTS



Sport Management Courses

BCOR 214	Principles of Accounting I
BCOR 215	Principles of Accounting II
BCOR 250	Management Theory & Practice
BCOR 241	Principles of Marketing
BCOR 311	Financial Management I
BCOR 480	Business Policy
BCOR 112	Principles of Macroeconomics
BCOR 111	Principles of Microeconomics
SMGT 300	Principles of Sport Management
SMGT 318	Sport in Society I
SPT 210	Coaching & Leadership
SMGT 317	Sport Communication
SMGT 480	Principles of Sport Marketing
SMGT 375	Facilities & Event Management
SMGT 385	Sport Law
SPT 350	Athletic Administration
SMGT 450	Internship in Sport Business

In addition to the sport management courses, students are required to complete the Liberal Core Curriculum. For the most up-to-date course information, please visit our website.

Minor in Sport Management

SMGT 300	Principles of Sport Management
SPT 210	Coaching & Leadership
SMGT 317	Sport Communication
SMGT 480	Principles of Sport Management
SMGT 375	Facility & Event Management
SPT 350	Athletic Administration

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