

SPORT MANAGEMENT - BS

The Bachelor of Science degree in Sport Management is designed to prepare students for careers as administrators and managers in athletic, health, and country club industries, as well as entry-level management positions in college and professional athletic organizations. Through this program, students are prepared for diverse roles in the areas of sport marketing and promotions, sales, marketing analysis, and fan behavior along with proficiency in facility and event management and planning, financial management, leadership management, and business planning. The curriculum stays in tune with the sport industry to ensure graduating students are competitive in the field. Students complete their degree plan with a culminating experience that consists of four (4) options; (1) internship, (2) capstone project, (3) international experience, and (4) undergraduate research. The internship, following coursework, provides students with on-the-job experience and networking opportunities. The capstone project is a multifaceted assignment that serves as a culminating academic and intellectual experience for students. The international experience is a unique blend of academic programming which provides students with global experience. The undergraduate research option provides an opportunity for students to develop and investigate their own research project under the guidance of SPMT faculty. The degree plan allows freedom for students to obtain a minor from a list of approved minors (i.e., business, journalism, speech communications, etc.).

Program Requirements

First Year

Fall		Semester Credit Hours
ENGL 104 or ENGL 103	Composition and Rhetoric ¹ or Introduction to Rhetoric and Composition	3
SPMT 260	Overview of Practices in Sport ¹	2
SPMT 270	Sport Marketing ¹	2
SPMT 304 or SPMT 319/ SOCI 319	Sport Psychology Management and Practice ¹ or Sociology of Sport	3
Select one of the following:		3
MATH 140	Mathematics for Business and Social Sciences	
MATH 152	Engineering Mathematics II	
MATH 168	Finite Mathematics	
MATH 172	Calculus II	
Semester Credit Hours		13

Spring

SPMT 262	Human Capital Management in Sport ¹	3
SPMT 272	Sport Marketing Issues ¹	2
Select one of the following: ¹		3
COMM 203	Public Speaking	
COMM 205	Communication for Technical Professions	
COMM 243	Argumentation and Debate	
Select one of the following:		3
MATH 142	Business Calculus	
MATH 151	Engineering Mathematics I	

MATH 171	Calculus I	
Life and Physical Sciences (http://catalog.tamu.edu/undergraduate/general-information/university-core-curriculum/#life-physical-sciences)		3
Semester Credit Hours		14
Second Year		
Fall		
SPMT 265	Professional Communication for the Sport Industry ¹	4
STAT 201	Elementary Statistical Inference	3
American History (http://catalog.tamu.edu/undergraduate/general-information/university-core-curriculum/#american-history)		3
Language, Philosophy and Culture (http://catalog.tamu.edu/undergraduate/general-information/university-core-curriculum/#language-philosophy-culture)		3
Life and Physical Sciences (http://catalog.tamu.edu/undergraduate/general-information/university-core-curriculum/#life-physical-sciences)		3
Semester Credit Hours		16
Spring		
POLS 206	American National Government	3
SPMT 295	Introduction to the Culminating Experience ¹	1
American History (http://catalog.tamu.edu/undergraduate/general-information/university-core-curriculum/#american-history)		3
Creative Arts (http://catalog.tamu.edu/undergraduate/general-information/university-core-curriculum/#creative-arts)		3
Life and Physical Sciences (http://catalog.tamu.edu/undergraduate/general-information/university-core-curriculum/#life-physical-sciences)		3
Directed elective ^{1,2}		3
Semester Credit Hours		16

Third Year

Fall		
POLS 207	State and Local Government	3
SPMT 360	Organizational Issues in Sport ¹	3
SPMT 362	Sport Leadership ¹	3
SPMT 364	Financial Management in Sport ¹	3
SPMT 366	Sport Facility and Event Management ¹	3
Semester Credit Hours		15
Spring		
SPMT 370	Fan Behavior in Sport ¹	3
SPMT 372	Sales Strategies in Sport Organizations ¹	3
SPMT 374	Strategic Sport Marketing ¹	3
Culminating experience ^{1,3}		3
Directed elective ^{1,2}		3
Semester Credit Hours		15

Fourth Year

Fall		
SPMT 460	Sport Business Planning ¹	3
SPMT 470	Application of Marketing Strategies in Sport ¹	3

Culminating experience ^{1,3}	3
Directed electives ^{1,2}	6
Semester Credit Hours	15
Spring	
SPMT 462 Leadership Application in Sport ¹	3
SPMT 472 Data Analysis and Problem Solving in Sport ¹	3
Culminating experience ^{1,3}	7
Directed elective ^{1,2}	3
Semester Credit Hours	16
Total Semester Credit Hours	120

¹ Must make a grade of C or better.

² Select from ACCT 209, ACCT 229, ACCT 210; ALED 340, ALED 341; COMM 205, COMM 210, COMM 315, COMM 320, COMM 340; ECON 202, ECON 203; EHRD 408; FINC 201, FINC 409; HMGD 301, HMGD 302, HMGD 211, HMGD 331, HMGD 340, HMGD 426; ISTM 209; ISTM 210, MGMT 209, MGMT 430/WGST 430; MKTG 402/IBUS 402, MKTG 409; PBSI 107; SPMT 220, SPMT 230, SPMT 285, SPMT 291, SPMT 330, SPMT 336, SPMT 337 SPMT 340, SPMT 412, SPMT 420, SPMT 421, SPMT 483, SPMT 485, SPMT 489, SPMT 491;WGST 430/MGMT 430. As part of the directed electives, students may choose courses to fulfill a minor in approved departments. Please contact your advisor for a list of approved minors.

³ The culminating experience has 4 unique options; these options are explained in the Culminating Experience seminar SPMT 295. The following courses, among other courses, may satisfy the completion of the culminating experience: SPMT 401, SPMT 402, SPMT 450, SPMT 455, SPMT 481, SPMT 484, SPMT 485 and SPMT 491. Students will gain approval of additional courses through faculty.