

## Sports Management

### CREDITS 12

The undergraduate minor in Sports Management provides students with an overview of foundational concepts within the sport, leisure, recreation, and health and wellness industry. The sport management minor curriculum, open to all undergraduate majors, provides a collegiate experience geared towards students interested in developing the knowledge and skillset needed to plan, execute, manage, and evaluate sport organizations, events, consumers and promotions. Students selecting this minor should have an interest in learning about the domestic and global sports industry, with insights on emerging trends, challenges, and career opportunities. Students are introduced to specific facets of the industry relating to sports marketing, sports psychology, and sports communication in greater detail.

### COURSES

#### **Required**

BUS 200	Introduction to Sports Business
PSYC 215	Sports Psychology
COMM 314	Sports Communication
MKTG 300	Sports Marketing

### LINK TO MINOR FORM

<http://www.eastfalls.jefferson.edu/successcenter/inc/pdf/advising/DeclaringaMinor.pdf>

