



Department of Kinesiology, Leisure and Sport Sciences

Bachelor of Science Degree in Sport and Leisure Management SPORT MANAGEMENT CONCENTRATION

The undergraduate Sport Management Concentration provides instruction and applied experiences in planning, organizing, and leadership as they relate to the field of sport management. Students are prepared to work in a consumer-driven and constituent-based profession. Academic preparation and required clinical experiences prepare students for careers in athletic administration at the collegiate and professional levels, motorsport operations, facility operations, sport marketing, as well as a variety of other sport-related occupations.

Degree requirements:

General Education Core Requirements (41 Credit Hours)

Major Core Requirements (32 hours)

Semester Typically Offered

PHED 1130	Fitness for Life (2 hrs)	Fall, Spring
PHED 2xxx	Lifetime Activity course (1 hr)	Fall, Spring
SALM 3210	Practicum I in Sport and Leisure Management (1 hr)	Fall, Spring
SALM 3211	Practicum II in Sport and Leisure Management (1 hr)	Fall, Spring
SALM 3220	Facility Planning and Event Management (3 hr)	Fall
SALM 4210	Legal Issues & Risk Mgmt in S & L Act (WO) (3 hrs)	Fall, Spring
SALM 4215	Social Psychology of Sport and Leisure Activities (3 hrs)	Spring
SALM 4225	Management of Sport & Leisure Activities (TWO) (3 hrs)	Fall
SALM 4250	Internship in Sport and Leisure Management (12 hrs)	Fall, Spring
PUBH 2030	First Aid and Emergency Care (3 hrs)	

Sport Management Concentration Requirements (18 hours)

SALM 3200	Introduction to Sport Management (3 hrs)	Fall, Spring
SALM 3225	Marketing Strat & Public Relations in Sport Mgmt (3 hrs)	Spring
SALM 4205	Issues and Trends in Sport Management (3 hrs)	Spring
SALM 4230	Fund-Raising in Sports (3 hrs)	Fall
MGMT 3000	Organizational Behavior and Management (3 hrs)	
ACCT 2010	Principles of Accounting I (3 hrs)	

Business Guided Electives (12 hours)

Select from the following:

MGMT 3200	Organizational Communications (3 hrs)
MGMT 3310	Legal Environment of Business (3 hrs)
MGMT 3320	Management and Social Responsibility (W) (3 hrs)
MGMT 4010	Advanced Organizational Behavior (O) (3 hrs)
MGMT 4510	Human Resources Management (3 hrs)
MGMT 4600	Personnel Law (3 hrs)
MKTG 3200	Principles of Marketing (3 hrs)
MKTG 3250	Marketing Communications (3 hrs)
PUBR 2700	Introduction to Public Relations (3 hrs)

Guided Electives = 12 hours

Electives = 5 hours

Total Hours Required for Degree = 120

ADMISSION REQUIREMENTS

Students successfully matriculating may declare sport and leisure management as a major.

PROGRAM INFORMATION

For more information please contact the Undergraduate Sport Management Program Coordinator, Dr. Brian C. Smith, Department of Kinesiology, Leisure and Sport Sciences, Box 70654, East Tennessee State University, Johnson City, TN 37614-1701. Telephone: (423) 439-5257, Fax: (423) 439-5383, E-mail: smithbc@etsu.edu.

FINANCIAL ASSISTANCE

Various forms of financial assistance are available through the Office of Financial Aid, information may be found at <http://www.etsu.edu/finaid/default.asp>. In addition, student assistant positions may be available within the Department of Kinesiology, Leisure and Sport Sciences.

DEPARTMENTAL WEBSITE

For more information about the Department of Kinesiology, Leisure and Sport Sciences, please visit our website at <http://www.etsu.edu/coe/klss/index.jsp>.