 Sport & Recreation Management Undergraduate Program (Sport Management Concentration)

Catalog Year 2022-23

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| Fa | Freshman Year | Cr | Gr | Sem | Sp | Freshman Year | Cr | Gr | Sem |
| GE | ENGL 1010 | 3 |  |  | GE | ENGL 1020 | 3 |  |  |
| GE | HIST 2010 or 2030 | 3 |  |  | GE | HIST 2020 or 2030 | 3 |  |  |
| GE | Social & Behavioral Science | 3 |  |  | G/FE | CSCI 1100 or Proficiency Exam / Free Elective | 3 |  |  |
| GE | Fine Arts | 3 |  |  | GE | Mathematics | 3/4 |  |  |
| MC | SALM 3200 Introduction to Sport Management | 3 |  |  | MC | SALM 3205 Organizational People Management in Sport | 3 |  |  |
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| Fa | Sophomore Year | Cr | Gr | Sem | Sp | Sophomore Year | Cr | Gr | Sem |
| GE | Oral Communication | 3 |  |  | GE | Natural Science | 4 |  |  |
| GE | Literature | 3 |  |  | MC | SALM 3225 Marketing Strat. & Public Rel. in SALM | 3 |  |  |
| GE | Natural Science | 4 |  |  | MC | SALM Guided Elective | 3 |  |  |
| GE | Social and Behavioral Science | 3 |  |  | MC | Advisor Approved Elective | 3 |  |  |
| MC | SALM 3230 Sport in the Social Context | 3 |  |  | MC | Advisor Approved Elective | 3 |  |  |
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| Fa | Junior Year | Cr | Gr | Sem | Sp | Junior Year | Cr | Gr | Sem |
| GE | Humanities | 3 |  |  | MC | SALM 4215 Social Psychology of Sport & Leisure | 3 |  |  |
| MC | SALM 3220 Facility Planning & Event Management | 3 |  |  | MC | SALM Guided Elective | 3 |  |  |
| MC | SALM 3240 Sport Governance | 3 |  |  | MC | SALM 4230 Fund-Raising in Sports | 3 |  |  |
| MC | SALM 4210 Legal Issues & Risk Mgmt in Sport & Leisure Activities | 3 |  |  | MC | ACCT 2010 Principles of Accounting I or ACCT 2000 | 3 |  |  |
| MC | SALM Guided Elective | 3 |  |  | MC | SALM 3235 Sport & Recreation Sales | 3 |  |  |
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| Fa | Senior Year | Cr | Gr | Sem | Sp | Senior Year | Cr | Gr | Sem |
| MC | SALM 4225 Management of Sport & Leisure Activities | 3 |  |  | MC | SALM 4250 Internship in Sport & Leisure Mgmt **(480 field hours)** | 12 |  |  |
| MC | Advisor Approved Elective | 3 |  |  | MC | Advisor Approved Elective | 1 |  |  |
| MC | SALM 4240 Research Design & Evaluation in SALM | 3 |  |  |  |  |  |  |  |
| MC | Advisor Approved Elective | 3 |  |  |  |  |  |  |  |
| MC | Advisor Approved Elective | 3 |  |  |  |  |  |  |  |
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Fa = Fall semester Sp = Spring semester Cr = Credit hours Gr = Grade Sem = Semester to be taken

G = Graduation requirement GE = General Education requirement MC = Major/Concentration FE = Free Elective

* Must have a grade of “C” or better in all major classes.

**Sport & Recreation Management Major, B.S.**

**(Sport Management Concentration)**

Sport & Recreation Management Major Requirements:

SALM 3220 Facility Planning & Event Management

SALM 3225 Marketing Strategies & Public Relations in SALM

SALM 4210 Legal Issues & Risk Management in Sport & Leisure Activities

SALM 4215 Social Psychology of Sport & Leisure

SALM 4225 Management of Sport & Leisure Activities

SALM 4240 Research Design & Evaluation in SALM (Prerequisites: SALM 3100 or 3200)

SALM 4250 Internship in Sport & Leisure Management **(480 field hours)**

ACCT 2010 or 2000 Principles of Accounting I (Prerequisites: Required freshman math courses as defined by the student’s major.)

Sport Management Concentration:

SALM 3200 Introduction to Sport Management

SALM 3205 Organizational People Management in Sport

SALM 3230 Sport in the Social Context

SALM 3240 Sport Governance

SALM 4230 Fund-Raising in Sports

Advisor Approved Elective (Consult with your academic advisor): 16 credits

ADVR 3100 Principles of Brand Communication

HDAL 2350 Solving the Puzzle of Life

JOUR 4300 Sports Reporting

LEAD 2110 Introduction to Leadership Effectiveness

MCOM 2100 Media Writing (Prerequisites: CSCI 1100 & ENGL 1020)

MCOM 2400 Multimedia Production (Prerequisite: CSCI 1100)

MCOM 3070 Mass Media & Society

MGMT 3000 Organizational Behavior and Management (Prerequisite: Junior Standing)

MGMT 3300 Written Organizational Communications (Prerequisite: Junior standing)

MGMT 3310 Legal Environment of Business (Prerequisite: Junior standing)

MGMT 3320 Management & Social Responsibility (Prerequisite: C or better in MGMT 3310)

MGMT 4030 Current Management Issues (Prerequisites: Junior standing & C or better in MGMT 3000)

MGMT 4460 Organizational Leadership

MGMT 4510 Human Resources Management (Prerequisite: C or better in MGMT 3000)

MGMT 4600 Employment Law for Managers (Prerequisites: C or better in MGMT 3000 & C or better in MGMT 3310)

MKTG 3200 Principles of Marketing (Prerequisite: Junior standing)

MKTG 3202 Consumer Behavior (Prerequisite: C or better in MKTG 3200)

MKTG 3250 Marketing Communications (Prerequisite: C or better in MKTG 3200)

PHED 1130 Wellness for Life

PSCI 2610 Introduction to Public Administration

PUBR 2770 Writing for Public Relations (Prerequisite: MCOM 2100)

RTV 4300 Sports Production

SALM Guided Electives: 9 credits

Any SALM course

Any PEXS course

Any PHED course

**For a complete listing of all the University and Major requirements, please visit the catalog.** <https://catalog.etsu.edu/index.php?catoid=36>)

