



# SCHOOL OF KINESIOLOGY SPORT MANAGEMENT

— FOUR-YEAR PLAN —

## ABOUT

The Sport Management Program is designed to give students a strong foundation in the business and operations of the sports industry—while allowing them to customize their education to fit their career goals. As a dedicated major, the program offers in-depth coursework, real-world learning experiences, and practical skills that prepare students for success. The program includes a minor of each student's choosing, which allows the program to be customized to fit each student's career goals—whether that be in athletic directing, sports information, sports data analysis, sport ministry, sport marketing, or other options.



## DEGREE PLAN

*\*\*The courses listed are for this specific program and are in addition to the general education courses required for all students. See the reverse side or go to [snu.edu/gen-ed](http://snu.edu/gen-ed) for more information on those courses.*

### YEAR 1

Foundations of Kinesiology  
& Sports Management  
Intro to Sports Management  
Field Experience I  
Coaching

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### YEAR 2

Field Experience II  
Sociology of Sport  
Psychology of Sport  
Sport Marketing and Promotion

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### YEAR 3

Field Experience III  
Internship  
Sports Law  
Sports Governance and Compliance  
Modern Olympics  
Officiating

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### YEAR 4

Sports Facilities Management  
Organizational Leadership in  
Sports Management  
Senior Seminar in Sports Management  
Care and Prevention of Athletic Injuries  
First Aid & CPR



# GENERAL EDUCATION

General Education forms the foundation of every student's academic journey at SNU. As a Christian liberal arts university, we are committed to equipping students with the knowledge, values, and skills essential for their development as both thoughtful Christians and engaged community leaders. Our General Education curriculum is intentionally designed to be both comprehensive and flexible—allowing students to pursue their individual interests while ensuring they graduate prepared for lifelong learning, service, and growth.

The General Education program consists of approximately 51 credit hours that introduce and develop important skills such as the:

- Importance of thinking critically and solving problems
- Ability to communicate effectively
- Appreciation of human creativity
- Importance of science and technology in the 21st century
- Power of social responsibility in our community
- Awareness of global diversity
- Role of our Christian faith in daily life

Students take at least one foundational course and one upper-level windows course in each of these areas.

Central to SNU's mission is the engagement of students in transformational learning experiences designed to explore what it means to seek truth together with a Christ-centered community of scholars.

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## YEAR 1

- Composition I & Composition II
- Introduction to Speech
- A foundation course in Social Responsibility
- A foundation course in Science & Technology
- Christian Faith & Life

## YEAR 2

- Modern World
- Aesthetics
- A foundation course in Critical Thinking & Problem Solving
- Old Testament or New Testament Literature & Life

## YEAR 3

- A windows course in Social Responsibility
- A windows course in Effective Communication
- A windows course in Science & Technology
- A windows course in Critical Thinking & Problem Solving

## YEAR 4

- A windows course in Global Perspectives
- A windows course in Artistic Expression
- Foundations of Christian Belief