

FOUR YEAR PLAN

SPORT MANAGEMENT

SCHOOL OF KINESIOLOGY
SOUTHERN NAZARENE UNIVERSITY





SPORT MANAGEMENT

ABOUT

Sport Management is a multidisciplinary area of study offering a Kinesiology foundation blended with courses that include business and communication principals. This program allows the opportunity to explore the world of sports in a variety of ways that will help prepare for a career in the field. Sport Management course topics include sport marketing, sport governance and law, facilities management, organizational leadership, event management and more.

Sport Management also allows the choice of a secondary discipline that is designed to help tailor the degree based on career vision. From business, communications, psychology, ministry, and more, we can find a path to a degree that is meaningful and purposeful for a future career in sports. Internship opportunities allow students to be involved directly in the world of sports. These experiences will help students gain knowledge and connections that will help set them up for their future career.

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 General Education brochure or go to snu.edu/gen-ed for more information on those courses.*

01

Ethics and Business Principles
Principles of Management
Principles of Marketing
Foundations of Kinesiology
Intro to Sports Management

02

Principles of Accounting I
Principles of Accounting II
Economics
Legal Environment of Business
Sociology of Sports
Practicum

03

Business Finance
Sports Marketing and Promotion
Sport Law
Sport Governance and Policy

04

Organization, Leadership, and Management
Sport Facilities Management
Internship
Senior Seminar in Sport Management



"My favorite memory would have to be designing a Sports Facility for a class assignment. This really opened my eyes to the many detailed processes that go into sports operations and how exciting they are."

-Julia Schwake

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