

SPORT MANAGEMENT, CERTIFICATE

(Code 823-602)

The **Sport Management Certificate** is designed for any student passionate about sports, regardless of your major. Explore the exciting world of the sports industry and discover its profound impact on society. Along the way, you'll sharpen your critical thinking, teamwork, and communication skills—abilities that are not only essential in sports but also highly valued in any career.

Certificate Requirements

Code	Title	Credits
Required Courses		9
MGMT 220	Introduction to Sport Management	3
MGMT 320	Trends and Issues in Sport	3
MGMT 321	Sport Event and Facilities Management	3
Choose one of the following		3
CJ 351	Strategic Event Planning	
ECON 250	Sports Economics	
KINS 312	Psychology of Sport and Physical Activity	
MKTG 338	Marketing & Sales Analytics	
MKTG 426	Sports Marketing	

Program Learning Outcomes

Students completing this program will be expected to meet the following learning outcome:

- Identify and assess career opportunities and professional practices in the sport industry.