

SPORTS ADMINISTRATION, CERTIFICATE

Requirements for an undergraduate certificate may be completed at any campus location offering the specified courses for the certificate.

Program Requirements

To earn an undergraduate certificate in Sports Administration, a minimum of 15 credits is required.

Code	Title	Credits
Required Courses		
COMM 170	Introduction to the Sports Industry	3
Select 3 credits from the following:		3
BA 495A	Business Internship	
CAS 495	Internship	
COMM 495	Internship	
MGMT 495	Internship	
PSYCH 495	Internship	
Select 9 credits from one of the following tracks:		9
<i>Sports Business and Data Analytics</i>		
ACCTG 211	Financial and Managerial Accounting for Decision Making	
ECON 460	Issues in Sports Economics	
FIN 301	Corporation Finance	
MIS 345	Introduction to Data Analytics	
<i>Sports Event Planning and Promotion</i>		
CAS 182N	Communication and Sport	
CAS 252	Business and Professional Communication	
COMM 100N	The Mass Media and Society	
COMM 320	Introduction to Advertising (Third Semester Standing)	
COMM 370	Public Relations	
COMM 412	Sports, Media and Society	
COMM 458	Media Law and Ethics	
COMM 472	Public Relations Event Planning	
COMM 476	Sports Writing	
COMM 478	Sports Information	
CRIMJ/CRIM/ SOC 467	Law and Society	
MGMT 433	Leadership and Team Building	
MKTG 310	Public Relations and Marketing	
MKTG 443	Sports Marketing	
<i>Sports Marketing</i>		
COMM 100N	The Mass Media and Society	
COMM 458	Media Law and Ethics	
CRIM/CRIMJ/ SOC 467	Law and Society	
MKTG 327	Retailing	
MKTG 410	Personal Selling	
MKTG 443	Sports Marketing	
MKTG 449	Sports Business Market Strategy	

MKTG 480	Intermediate Social Media Marketing
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MKTG 485	Business-to-Business Marketing
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<i>Sports Health and Wellness Management</i>	
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KINES 24	Lifetime Sports
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KINES 341	The Historical, Cultural, and Social Dynamics of Sport
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KINES 395B/ AMST 441	Leadership Practicum: KINES
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KINES 441	History of Sport in American Society
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NUTR 251	Introductory Principles of Nutrition
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NUTR 407	Nutrition for Exercise and Sports
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