

# BBA IN SPORT MANAGEMENT (General)

**Academic Year: 2009/2010**

College of Business and Public Affairs (Phone: 606-783-2174)

School of Business Administration (Phone: 606-783-2164)

Sport Management Core	Semester Offered	Credit Hours
SPMT 100- Intro. to Sport Management	Fall, Spring	3
SPMT 102- Diversity in Sport and Physical Programs	Spring	3
SPMT 200- Management of Sport and Physical Activity Programs	Fall	3
SPMT 204- Sport Finance	Spring	3
SPMT 206- Ethics in Sport and Physical Activity	Spring	3
SPMT 304- Sport Economics	Fall	3
SPMT 307- Sport Marketing	Spring	3
SPMT 309- Risk Management in Sport and Physical Activity	Spring	3
SPMT 310- Governance in Sport	Spring	3
SPMT- 380- Sport Media Relations	Fall	3
SPMT 402- Planning, Designing and Managing Sport and Physical Activity Facilities	Fall	3
PHED 430- Psychosocial Dimensions of Sport and Physical Activity	Spring	3
SPMT 450- Field Experience Preparation	Spring	2
SPMT 471- Sport Management Internship	Fall, Spring	15
SPMT 480- Legal Aspects of Sport and Physical Activity	Spring	3
SPMT 481- Employee Service Management in Sport and Physical Activity Settings	Fall	3
<b>Total Credit Hours</b>		<b>59</b>

Sport Management Core Electives * (Must choose 7 courses)		
ACCT 281- Principles of Financial Accounting	BIS 321- Business Communications	CIS 311- Management Information Systems
ECON 202- Principles of Microeconomics	MKT 304- Marketing	MKT 350- Personal Selling
MKT 354- Consumer Behavior	MKT 454- Integrated Marketing Communication	MNGT 261- The Legal Envir. Of Business Org
MNGT- 301- Principles of Management	MNGT 311- Human Resource Management	MNGT 463- Law and Ethics in Business
CMAP 366- Desktop Publishing & Pub. Tech II	CMAP 382- Principles of Public Relations	CMAP 383- Principles of Advertising
CMEM 320- Advertising & Sales for Elect. Media	CMEM 390- Electronic Media Web Layout & Design	CMEM 459- Electronic Media Law & Regulations
CMJN 491- Law and Ethics of the Press	CMSP 367- Intro. to Organizational Communication	CMSP 385- Persuasion
CMSP 390- Conflict and Communication	CMSP 401- Communication and Leadership	

**Revised Fall 2009**

**\*All Approved Electives are 3 credit hour courses**