

Sport Leadership and Strategy Curriculum

-- 39 credit hours in total --

Core Requirements [30 Hours]	
Course	Credit Hours
KIN 255 - Governance and Policy in Sport	3
KIN 319 I - Sport and Society	3
KIN 340 I - Legal and Ethical Issues in Sport	3
KIN 455 - Sport Facility and Event Management	3
KIN 456 - Marketing Strategies in Sport	3
KIN 457 - Sport Revenue Streams and Budgeting	3
KIN 458 - Technology and Innovation in Sport	3
KIN 462 - Sport Leadership and Strategy (Capstone)	3
KIN 493 - Sport Administration Practicum	3
KIN 496 - Academic Internship	3

Students select one emphasis and take three courses from the list of options for an additional 9 credit hours of coursework

Management and Operations Emphasis [9 Hours]	Communication and Marketing Emphasis [9 Hours]	Measurement and Analysis Emphasis [9 Hours]
BUS 410 - International Business	COM 205 - Sports Communication	BUS 211 - Business Statistics
BUS 416 - Business and Society	COM 250 - Digital Storytelling I	BUS 316 - Information Systems
ENT 340 - Introduction to Entrepreneurship	COM 270 - Visual Rhetoric	BUS 380 - Advanced Data Analytics*
MGT 301 - Principles of Management	COM 275 - Principles of Public Relations	DAT 280 - Intermediate Data Analytics**
MGT 302 I - Organizational Behavior	COM 305 - Multimedia Production	DAT 350 - Data Management & Data Science**
MGT 345 - Management of Human Resources	COM 321 - Social Media Management and Strategy	ECO 210 - Principles of Managerial Economics
MGT 355 - Non-Profit Management	MKT 301 - Principles of Marketing	ECO 320 - Sports Economics
MGT 415 - Cross-Cultural Management	MKT 323 - Marketing Research and Analysis	ECO 420 - Econometrics
MGT 453 - Operations Management	MKT 326 - Professional Selling	PSY 260 - Research Methods and Statistics I
PSY 350 - Industrial and Organizational Psychology	MKT 456 - Brand and Product Management	PSY 261 - Research Methods and Statistics II