

New Sport Management Program Requirements for Dual Degree with the Ross Business School

(52 Total SM Credit Hours- May 2013)

Frosh/Sophomore Level Required Courses (10 total credit hours):

SM 111- Historical and Sociological Bases of Human Movement
SM 203- Introduction to Sport Management
SM 249- Research Methods in Sport Management

Junior/Senior Level Required Courses (21 total credit hours):

SM 331- Sport Economics
SM 332- Organizational Behavior in Sport
SM 333- Legal Aspects of Sport
SM 341- Sport Finance
SM 342- Strategies of Sport Organizations
SM 434- Sport Ethics
SM 444- Sales Management for the Sport Industries

Junior/Senior Level Elective Courses (min. 21 credit hours):

SM 313- Comparative Sports Organizations: Germany and the USA
SM 421- Gender and Sport
SM 431- Sport and the Media
SM 432- Human Resource Management in Sport
SM 433- Sport and Public Policy
SM 435- Sport and Consumer Behavior
SM 436- Race Relations, Cultural Images and Sport
SM 437- Psychological Aspects of Sport and Exercise
SM 438- Sport Economics Policy
SM 439- Sponsorship-linked Corporate Marketing
SM 440- Sport, Urban Planning and Economic Development
SM 446- Brand Strategies and Advertising Campaigns
SM 403- Internship
SM 470- Independent Study