

Sport Management

2014 – 2015 Sample Program Plan
120 total credit hours

SM Level One (First & Second Years)

FIRST YEAR		SECOND YEAR	
SM 101	(3) (HU)	SM 203	(3)
Public & Small Group Communication		Introduction to Sport Management	
SM 111	(3)	SM 217	(3) (HU)
Hist. & Soc. Basis of Human Movt.		Business Communication	
Psych 111 (SS) or Psych 112 (NS)	(4)	SM 249	(4) (NS)
Introduction to Psychology		Research Methods	
English 125 or FYWR	(4)	*Econ 101	(4) (SS)
English Composition (or equivalent)		Principles of Economics (Micro)	
Stats 250 or SOC 210	(4) (NS)	**Econ 102	(4) (SS)
Introduction to Statistical Reasoning		Principles of Economics II (Macro)	
General Elective/Distribution	(12)	General Elective/Distribution	(12-16)
Total: 30 cr.		Total: 30 cr.	

** Econ 101 should be taken by fall of second year for full Level 2 consideration.*

*** Students who have taken Econ 101 outside of U-M must take Econ 102 at U-M for full Level 2 consideration.*

Apply to Level 2 by February 1st of second year

SM Level Two (Third & Fourth Years)

THIRD YEAR		FOURTH YEAR	
SM 331	(3)	SM/HF 434	(3)
Economics of Sport		Sport Ethics/ Managerial Ethics	
SM 332	(3)	SM 444	(3)
Organizational Behavior		Sales Mgmt. in the Sport Industry	
SM/HF 333	(3)	SM Electives	(15)
Legal Issues in Sport		SM or General Electives	(9)
SM 341	(3)		
Sport Finance			
SM 342	(3)		
Strategy of Sport Organizations			
SM 346 (Pre-req for SM 444)	(3)		
Principles of Marketing			
ACC 471 or 300	(3) (NS)		
SM Electives	(6)		
General Electives	(3)		
Total: 30 cr.		Total: 30 cr.	