

Sport Management Major

Overview

Sport Management (SM) leads to a Kinesiology Bachelor of Arts degree and provides students with outstanding preparation for entry-level professional positions in business and sport industries. During the first and second years (Level One), students must complete a series of required courses and take distribution courses. Overall, Level One students are expected to complete at least 55 credit hours during these two years.

Advancement to Level Two of the program (years three and four) is competitive. Highest consideration will be given to those students who have successfully completed all required courses. Courses taken during years three and four provide students with a strong knowledge base in sport-industry-related management, marketing, finance, economics, law, strategy and organizational behavior. In addition, students will have the opportunity to take advanced courses that focus on specialized issues related to the business of sport. Students are encouraged to apply the knowledge they gained in the classroom through field experiences or internships.

Requirements

Level One (years one and two)

During the first two years, students must take the courses listed below. Students are expected to complete a minimum of 55 credit hours over this two-year period.

Election of these courses does not guarantee or presume advancement to Level Two of the Sport Management program.

Level One Required Courses Outside Kinesiology

- **PSYCH 111** (SS) or **PSYCH 112** (NS) - Introduction to Psychology (4 cr.)
- **FYWR** or **ENGLISH 125** - Writing and Academic Inquiry— *must earn a C or better* (4 cr.)
- **STATS 250** (NS) or **SOC 210** (NS) - Introduction to Statistics and Data Analysis (4 cr.)
- **ECON 101** (SS) - Principles of Economics I (Micro) (4 cr.) - *should be completed by Fall of sophomore year for full Level Two admission consideration. ECON departmental credit received from AP exams will not fulfill this requirement.*
- [***ECON 102** (SS) - Principles of Economics II (Macro) (4 cr.)] – **Course is recommended for all students, but is not required except in the following case: for full Level Two admission consideration, Econ 102 must be elected at U-M Ann Arbor by all students who did not take Econ 101 on campus at U-M Ann Arbor.*

Level One Required Courses Within Kinesiology

- **SM 101** (HU) - Public and Small Group Communication (3 cr.)
- **SM 111** - Historical and Sociological Bases of Human Movement (3 cr.)
- **SM 203** – Introduction to Sport Management (3 cr.)
- **SM 217** (HU) – Business Communications (3 cr.)
- **SM 249** (NS) - Research Methods for the Sport Industry. *Advisory prerequisite of STATS 250.* (4 cr.)

Level Two (Years Three and Four)

Level Two classes (required and elective) cannot be substituted with courses from other U-M units and/or US colleges/universities unless by announcement from the Sport Management faculty. The standing exception to this is SM 346, a requirement for which students can elect MKT 300 through the Ross School of Business instead, if desired. Students with unsatisfactory academic performance in Level Two courses may be placed on probation or withdrawn from the program.

Level Two Required Courses Outside Kinesiology

- **ACC 300** (NS) or **ACC 471** (NS)- Principles of Accounting (3 cr.) (*471 requires junior standing*)

Level Two Required Courses Within Kinesiology

- **SM 331** - Economics of Sport (3 cr.)
- **SM 332** - Organizational Behavior of Sport Organizations (3 cr.)
- **SM/HF 333** - Legal Aspects of Sport Administration (3 cr.)
- **SM 341** - Sport Finance (3 cr.)
- **SM 342** - Strategy of Sport Organizations (3 cr.)
- **SM 346** - Principles of Marketing (3 cr.)
- **SM/HF 434** - Sport Ethics (3 cr.)
- **SM 444** - Sales Management for the Sport Industry – *SM 346 is an enforced prerequisite* (3 cr.)

Sport Management Elective Courses

(Minimum of 21 credits total required)

- **SM 313**– Varies by semester (1-3 cr.)
- ***SM 402**– Teaching Experience (1-2 cr.)
- ***SM 403**– Internship (0.5-3 cr.)
- **SM 421**- Gender and Sport (3 cr.)
- **SM 431**– Sport and the Media (3 cr.)
- **SM 432**– Human Resource Management in Sport (3 cr.)
- **SM 433**– Sport and Public Policy (3 cr.)
- **SM 435**– Sport and the Consumer (3 cr.)
- **SM 436**– Race Relations, Cultural Images, and Sport (3 cr.)
- **SM/HF 437**– Psychological Aspects of Sport and Exercise (3 cr.)
- **SM 438**– Sport Economics Policy (3 cr.)
- **SM 439**– Sponsorship-Linked Marketing (3 cr.)
- **SM 440**- Sports, Economic Development, Urban Revitalization (3 cr.)
- **SM 446**– Brand Strategy and Advertising Campaigns (SM 346 is an enforced prerequisite) (3 cr.)
- ***SM 470**– Independent Study (1-3 cr.)

*** The following information applies to independent and experiential learning courses.**

1. Independent and experiential learning experiences (including UC/SM 280, SM 290, SM 402, SM 403, SM 470, and SM 480) may only be elected up to a maximum of 10 credit hours toward the degree.
2. SM/UC 280 and SM 290 may not be counted as SM upper-level electives, but will be counted within the 10 maximum credits allowed in the Independent/Experiential Learning category.
3. SM 402 can only be taken twice with a maximum of 2 credits each time.

4. Each independent/experiential learning experience must be a unique experience; though a specific course number may be elected multiple times, each election must represent a different experience (new responsibilities in a Teaching Assistant role, new internship site, etc.).

Study Abroad Courses

Credit from Kinesiology-sponsored and non-Kinesiology-sponsored study abroad programs can be used as general credit toward graduation and to fulfill Distribution requirements. With prior approval by the designated SM faculty member, students can use study abroad credit to fulfill SM requirements as follows: **Kinesiology-sponsored program** courses can substitute for SM required or elective credit; a **non-Kinesiology-sponsored program** course or internship can substitute for SM 403, elective courses, or distribution credit; **non-Kinesiology-sponsored program** courses taken during the spring or summer can substitute for SM elective credit. See general policies and procedures for study abroad below.

University Distribution Courses

Students must complete the Distribution requirements of a minimum of 12 credits in Humanities, 11 credits in Natural Science/Quantitative Reasoning and 12 credits in Social Science. These requirements must be met by graduation and are often completed prior to a student beginning Level Two, but completion is not required prior to applying to Level Two. To see which required courses count toward distribution in addition to satisfying program requirements, students should refer to the **Sport Management Record Sheet**, found on the **Policies and Procedures** page of the Kinesiology website (<http://www.kines.umich.edu/student-life/policies-procedures>). For further general distribution information, visit the Appendix of this Bulletin.

Elective Courses

In addition to the Sport Management required courses, Sport Management electives, Distribution courses, and prerequisite courses, students should select other elective courses to reach the total 120 credit hours needed to graduate. Students can consider taking courses that interest them or that will contribute to their professional development and growth. These courses could be taken within the School of Kinesiology or in other U-M schools/colleges.

Advancement to Level Two in Sport Management

Advancement to Level Two of Sport Management is limited, to assure a high quality educational experience for accepted students. The application is open to students who will have junior standing (at least 55 credits; generally no more than 75) by Fall term of their third year, including all prerequisite courses. Students should also achieve at least a 3.0 cumulative GPA in their first two years. Those who are below this cumulative GPA should submit a statement, detailed in the application guidelines, along with their application.

The **SM Level 2 Application** and **SM Level 2 Application Guidelines** are available through the School of Kinesiology's Office of Undergraduate Student Affairs, or on the **Policies and Procedures** page of the Kinesiology website (<http://www.kines.umich.edu/student-life/policies-procedures>). Applications are accepted for Fall or Winter semesters only. Please note that admission for Winter term is limited and based upon available spaces. The deadlines are October 1st for the following Winter term start, and February 1st for the upcoming Fall term start. Applications should be submitted to the OUSA Reception Desk, located on the garden level of 555 S. Forest St., prior to 5 p.m. Should these dates fall on the

weekend, applications should be submitted by 5 p.m. on the Friday leading up to the date. Review of applications will be completed by the Admissions Committee and decisions will be communicated to students on or near the following dates: November 15 for applications submitted by the October 1st deadline and March 15 for applications submitted by the February 1st deadline.

Sport Management and Ross School of Business Dual Degree Option

Students in Kinesiology or the Ross School of Business have the option of applying for admission to both Level Two of Sport Management and the BBA program, and completing dual degree requirements. Those who elect the dual-degree option with Sport Management and the BBA must be admitted to Level Two of Sport Management as well as admitted to the BBA program. Students interested in pursuing the BBA program at the Ross School of Business should attend an informational session offered at the School of Business. Times and dates can be found through the Ross School of Business website. Students admitted to the dual degree will complete all of the Ross BBA requirements, as well as 52 credits of Sport Management courses.

Level One Required Courses for Dual Sport Management/BBA Students

- **PSYCH 111** (SS) or **PSYCH 112** (NS) - Introduction to Psychology (4 cr.)
- **FYWR** or **ENGLISH 125** - Writing and Academic Inquiry— *must earn a C or better* (4 cr.) - *also required for BBA program*
- **ECON 101** (SS) - Principles of Economics - *also required for BBA program*
- **SM 111** - Historical and Sociological Bases of Human Movement (3 cr.)
- **SM 203** – Introduction to Sport Management (3 cr.)
- **SM 249** (NS) - Research Methods for the Sport Industry (4 cr.)

Level Two Required Courses for Dual Sport Management/BBA Students

- **SM 331** - Economics of Sport (3 cr.)
- **SM 332** - Organizational Behavior of Sport Organizations (3 cr.)
- **SM/HF 333** - Legal Aspects of Sport Administration (3 cr.)
- **SM 341** - Sport Finance (3 cr.)
- **SM 342** - Strategy of Sport Organizations (3 cr.)
- **SM/HF 434** - Sport Ethics (3 cr.)
- **SM 444** - Sales Management for the Sport Industry – *SM 346 OR MKT 300 is an enforced prerequisite* (3 cr.)

Level Two Elective Courses for Dual Sport Management/BBA Students

(Minimum of 21 credits total required)

- **SM 313**– Varies by semester (1-3 cr.)
- ***SM 402**– Teaching Experience (1-2 cr.)
- ***SM 403**– Internship (0.5-3 cr.)
- **SM 421**- Gender and Sport (3 cr.)
- **SM 431**– Sport and the Media (3 cr.)
- **SM 432**– Human Resource Management in Sport (3 cr.)
- **SM 433**– Sport and Public Policy (3 cr.)
- **SM 435**– Sport and the Consumer (3 cr.)

- **SM 436**– Race Relations, Cultural Images, and Sport (3 cr.)
- **SM/HF 437**– Psychological Aspects of Sport and Exercise (3 cr.)
- **SM 438**– Sport Economics Policy (3 cr.)
- **SM 439**– Sponsorship-Linked Marketing (3 cr.)
- **SM 440**– Sports, Economic Development, Urban Revitalization (3 cr.)
- **SM 446**– Brand Strategy and Advertising Campaigns (SM 346 is an enforced prerequisite) (3 cr.)
- ***SM 470**– Independent Study (1-3 cr.)

*** The following information applies to independent and experiential learning courses.**

1. Independent and experiential learning experiences (including UC/SM 280, SM 290, SM 402, SM 403, SM 470, and SM 480) may only be elected up to a maximum of 10 credit hours toward the degree.
2. SM/UC 280 and SM 290 may not be counted as SM upper-level electives, but will be counted within the 10 maximum credits allowed in the Independent/Experiential Learning category.
3. SM 402 can only be taken twice with a maximum of 2 credits each time.
4. Each independent/experiential learning experience must be a unique experience; though a specific course number may be elected multiple times, each election must represent a different experience (new responsibilities in a Teaching Assistant role, new internship site, etc.).

Application Processes

Current U-M students generally apply to the BBA program during the second semester of their first year at Michigan. Admission requirements and deadlines for the Ross School of Business can be found at <http://www.bus.umich.edu/Admissions/UndergraduatePrograms/Admissions/>. Students apply to Level Two of the Sport Management program once they have completed or are in progress of the prerequisite courses listed above (typically second term of the sophomore year) under the section “Level One Required Courses for Dual Sport Management/BBA Students”.

Once students have gained admittance to both the BBA program and Level Two of Sport Management, they must complete the **Multiple Dependent Degree Program (MDDP)** form, either through the Ross School of Business or through the School of Kinesiology. This form can be accessed on the **Policies and Procedures** page of the Kinesiology website (<http://www.kines.umich.edu/student-life/policies-procedures>) to be jointly enrolled in both schools. The MDDP Form will be completed with whichever of the two schools the student selects to be his or her “home school.” For more information about this process or about choosing a home school, students should consult with a Kinesiology advisor and/or an advisor in the Ross School of Business.

Dual Degrees

Students with interest in more than one program offered by the School of Kinesiology may do so concurrently if they plan the course elections carefully and confer with their academic advisors regularly.