

**SPORT MANAGEMENT UNDERGRADUATE RECORD SHEET – KINESIOLOGY
2020-2021**

Name:		UMID:			Date:				
Kinesiology Prerequisite Courses:				Sport Management Required Courses – Beginning Soph. Yr.					
Course No.	Credits	Term	Grade	Course No.	Credits	Term	Grade		
SM 100 Sport Management Seminar	2			SM 217 Business Communications	3				
SM 101 Public and Small Group Communication	3			SM 238 Introduction to Accounting (Winter)	1.5				
SM 111 Hist. & Soc. Issues in Sport & Fitness	3			SM 239 Introduction to Financial Decision Making (Winter)	1.5				
SM 203 Intro to Sport Management	3			SM 241 Introduction to Sport Economics and Public Policy	3				
Total	11			SM 246 Principles of Marketing	3				
Required Courses Outside Kinesiology				SM 249 Research Methods	4				
ENGLISH 125 or FYWR	4			SM 332 Organizational Behavior in Sport Organizations	3				
PSYCH 111 or 112	4			SM 333 Legal and Ethical Issues in Sport and Fitness	3				
STATS 250 or SOC 210	4			SM 403 Internship/ Field Experience	1-3				
ECON 101	4			SM 403 Internship/ Field Experience	1-3				
*MATH 105/ 115/ 120 – Concentration Path 2 only	2 or 4			SM 499 Strategy of Sport Organizations (<i>Sr. only</i>)	3				
Total	16-20			Total	31				
Sport Management Concentration Paths and Electives (see Note 1)									
Path 1: Sport Marketing and Management (Choose ___)				Path 2: Sport Policy & Analytics (Choose ___) (see Note 2)					
SM 313 Business Development in Sport	3			SM 313 City of Champions: Detroit Sports	1.5				
SM 313 Experiential Marketing in Sport Industry	3			SM 313 Global Sports: Political and Economic Perspectives	3				
SM 313 Social Media Marketing	3			SM 313 Introduction to Analytics (Requires SM 249)	3				
SM 317 Career Planning	3			SM 313 Sport Social Media Analytics	3				
SM 330 Data Management & Visualization in R	1.5			SM 313 Sport Real Estate: Facility Financing and Development	3				
SM 331 Business Optimization (Excel)	1.5			SM 317 Career Planning	3				
SM 430 Social Enterprise & Non-Profit Management	3			SM 330 Data Management & Visualization in R	1.5				
SM 431 Sport & the Media	3			SM 331 Business Optimization (Excel)	1.5				
SM 432 Human Resource Management	3			SM 433 Sport and Public Policy	3				
SM 435 Sport and the Consumer	3			SM 438 Economics of College Sport	1.5 or 3				
SM 436 Race Relations, Cultural Images, and Sport	3			SM 439 Sponsorship-Linked Marketing	3				
SM 437 Psychological Aspects of Sport & Exercise	3			SM 440 Sport, Economic Development and Urban Revitalization	3				
SM 439 Sponsorship-Linked Marketing	3			SM 441 Monetization Issues in Sport	3				
SM 440 Sport, Economic Development and Urban Revitalization	3			SM 450 Introduction to Sport Analytics	3				
SM 444 Sales Management in the Sport Industry	3			SM 451 Sport Analytics: Team Performance (Requires SM 450)	3				
SM 445 Sport Tourism	3			SM 454 Sport Marketing Analytics	3				
SM 446 Brand Strategy and Advertising Campaigns	3			SM 461 Detroit Olympics	1.5 or 3				
SM 454 Sport Marketing Analytics	3			SM 462 Global Soccer and Major League Soccer	1.5 or 3				
SM 463 Football & Football	3			SM 463 Football & Football	3				

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Distribution Requirements

Humanities (12 credits)				Natural Science/Math/Quantitative Reasoning (11 credits)				Social Science (12 credits)			
Course No.	Credits	Term	Grade	Course No.	Credits	Term	Grade	Course No.	Credits	Term	Grade
SM 101	3			STATS 250 or SOC 210	4			PSYCH 111	4		
SM 217	3			SM 238/ SM 239	3			ECON 101	4		
				SM 249	4						
Required	12			Required	11			Required	12		

Notes: (1) To complete a concentration, a student must take seven electives (21 credits) as follows: five courses (15 credits) listed under their declared concentration and at least one course listed under the other concentration that is unique to that concentration path. (2) Students pursuing a concentration in Policy & Analytics, must have Math 105 or equivalent or higher level math course, calculus advanced placement credit or a calculus definite math placement recommendation. (3) Students wishing to complete additional credits in SM, beyond the required 21 elective credits, may submit an academic appeal to the program director.

Exceptions, Substitutions, Waivers
Advisor - Please document approval of variations in degree program; sign and date:

Study Abroad (optional)

On UM campus, enroll in language, anthropology, history, archaeology, geography or political science courses related to host country to meet distribution requirements

Study abroad during Fall or Winter semester of junior/senior year or Spring/Summer semester of any year. Kinesiology exchange partners offer courses in your major; other programs available for general transfer credit toward your 120 credits required to graduate