

**SPORT MANAGEMENT UNDERGRADUATE RECORD SHEET – KINESIOLOGY  
2021-2022**

<b>Name:</b>				<b>UMID:</b>				<b>Date:</b>			
<b>Kinesiology Prerequisite Courses:</b>				<b>Sport Management Required Courses – Beginning Soph. Yr.</b>							
<b>Course No.</b>	<b>Credits</b>	<b>Term</b>	<b>Grade</b>	<b>Course No.</b>	<b>Credits</b>	<b>Term</b>	<b>Grade</b>	<b>Course No.</b>	<b>Credits</b>	<b>Term</b>	<b>Grade</b>
SM 100 Sport Management Seminar	2			SM 217 Business Communications	3			SM 238 Introduction to Accounting (Winter)	1.5		
SM 101 Public and Small Group Communication	3			SM 239 Introduction to Financial Decision Making (Winter)	1.5			SM 241 Introduction to Sport Economics and Public Policy	3		
SM 111 Hist. & Soc. Issues in Sport & Fitness	3			SM 246 Principles of Marketing	3			SM 249 Research Methods	4		
SM 203 Intro to Sport Management	3			SM 332 Organizational Behavior in Sport Organizations	3			SM 333 Legal and Ethical Issues in Sport and Fitness	3		
<b>Total</b>	<b>11</b>			SM 403 Internship (6 cr. req.- can be taken in 1-3 cr. increments)	3			SM 403 Internship (6 cr. req.- can be taken in 1-3 cr. increments)	3		
<b>Required Courses Outside Kinesiology</b>				<b>Total</b>							
ENGLISH 125 or FYWR	4			SM 499 Strategy of Sport Organizations ( <i>Sr. only</i> )	3			<b>Total</b>	<b>31</b>		
PSYCH 111 or 112	4										
STATS 250 or SOC 210	4										
ECON 101	4										
*MATH 105/ 115/ 120 – <i>Concentration Path 2 only</i>	2 or 4										
<b>Total</b>	<b>16-20</b>										
<b>Sport Management Concentration Paths and Electives</b> (see Note 1)											
<b>Path 1: Sport Marketing and Management (Choose ___)</b>						<b>Path 2: Sport Policy &amp; Analytics (Choose ___) (see Note 2)</b>					
SM 313 Business Development in Sport	3			SM 313 City of Champions: Detroit Sports	1.5			SM 313 Global Sports: Political and Economic Perspectives	3		
SM 317 Career Planning	3			SM 313 Sport Social Media Analytics	3			SM 317 Career Planning	3		
SM 330 Data Management & Visualization in R	1.5			SM 317 Career Planning	3			SM 330 Data Management & Visualization in R	1.5		
SM 331 Business Optimization (Excel)	1.5			SM 331 Business Optimization (Excel)	1.5			SM 331 Business Optimization (Excel)	1.5		
SM 428 Experiential Marketing in Sport Industry	3			SM 433 Sport and Public Policy	3			SM 433 Sport and Public Policy	3		
SM 429 Social Media Marketing in Sport	3			SM 438 Economics of College Sport	1.5 or 3			SM 438 Economics of College Sport	1.5 or 3		
SM 430 Social Enterprise & Non-Profit Management	3			SM 439 Sponsorship-Linked Marketing	3			SM 439 Sponsorship-Linked Marketing	3		
SM 431 Sport & the Media	3			SM 440 Sport, Economic Development and Urban Revitalization	3			SM 440 Sport, Economic Development and Urban Revitalization	3		
SM 432 Human Resource Management	3			SM 441 Monetization Issues in Sport	3			SM 441 Monetization Issues in Sport	3		
SM 435 Sport and the Consumer	3			SM 442 Sport Venues and Real Estate Development (Requires SM 330)	3			SM 442 Sport Venues and Real Estate Development (Requires SM 330)	3		
SM 436 Race Relations, Cultural Images, and Sport	3			SM 443 Sport Venues Applied Research Seminar (Requires SM 330, 440, & 442)	3			SM 443 Sport Venues Applied Research Seminar (Requires SM 330, 440, & 442)	3		
SM 437 Psychological Aspects of Sport & Exercise	3			SM 450 Introduction to Sport Analytics (Requires SM 249)	3			SM 450 Introduction to Sport Analytics (Requires SM 249)	3		
SM 439 Sponsorship-Linked Marketing	3			SM 451 Sport Analytics: Team Performance (Requires SM 450)	3			SM 451 Sport Analytics: Team Performance (Requires SM 450)	3		
SM 440 Sport, Economic Development and Urban Revitalization	3			SM 454 Sport Marketing Analytics	3			SM 454 Sport Marketing Analytics	3		
SM 444 Sales Management in the Sport Industry	3			SM 461 Detroit Olympics	1.5 or 3			SM 461 Detroit Olympics	1.5 or 3		
SM 445 Sport Tourism	3			SM 462 Global Soccer and Major League Soccer	1.5 or 3			SM 462 Global Soccer and Major League Soccer	1.5 or 3		
SM 446 Brand Strategy and Advertising Campaigns	3			SM 463 Football & Football	3			SM 463 Football & Football	3		
SM 454 Sport Marketing Analytics	3										
SM 463 Football & Football	3										

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<b>Distribution Requirements</b>											
<b>Humanities (12 credits)</b>				<b>Natural Science/Math/Quantitative Reasoning (11 credits)</b>				<b>Social Science (12 credits)</b>			
<b>Course No.</b>	<b>Credits</b>	<b>Term</b>	<b>Grade</b>	<b>Course No.</b>	<b>Credits</b>	<b>Term</b>	<b>Grade</b>	<b>Course No.</b>	<b>Credits</b>	<b>Term</b>	<b>Grade</b>
SM 101	3			STATS 250 or SOC 210	4			PSYCH 111	4		
SM 217	3			SM 238	1.5			ECON 101	4		
				SM 239	1.5						
				SM 249	4						
<b>Required</b>	<b>12</b>			<b>Required</b>	<b>11</b>			<b>Required</b>	<b>12</b>		
<p><b>Notes: (1) To complete a concentration, a student must take 21 elective credits as follows: 15 credits listed under their declared concentration and at least 3 credits listed under the other concentration that are unique to that concentration path. (2) Students pursuing a concentration in Policy &amp; 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.</b></p>											
<p><b>Exceptions, Substitutions, Waivers</b> Advisor - Please document approval of variations in degree program; sign and date:</p>											

Updated: 5/25/2021

**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