

**SPORT MANAGEMENT UNDERGRADUATE RECORD SHEET – KINESIOLOGY
2022-2023**

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 (6 cr. req.- can be taken in 1-3 cr. increments)	3		
ECON 101	4			SM 403 Internship (6 cr. req.- can be taken in 1-3 cr. increments)	3		
*MATH 105/ 115/ 120 – <i>Concentration Path 2 only</i>	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 317 Career Planning	3			SM 313 Global Sports: Political and Economic Perspectives	3		
SM 330 Data Management & Visualization in R	1.5			SM 313 Sport Social Media Analytics	3		
SM 331 Business Optimization (Excel)	1.5			SM 317 Career Planning	3		
SM 428 Experiential Marketing in Sport Industry	3			SM 330 Data Management & Visualization in R	1.5		
SM 429 Social Media Marketing in Sport	3			SM 331 Business Optimization (Excel)	1.5		
SM 430 Social Enterprise & Non-Profit Management	3			SM 433 Sport and Public Policy	3		
SM 431 Sport & the Media	3			SM 438 Economics of College Sport	1.5 or 3		
SM 432 Human Resource Management	3			SM 439 Sponsorship-Linked Marketing	3		
SM 435 Sport and the Consumer	3			SM 440 Sport, Economic Development and Urban Revitalization	3		
SM 436 Race Relations, Cultural Images, and Sport	3			SM 441 Monetization Issues in Sport	3		
SM 437 Psychological Aspects of Sport & Exercise	3			SM 442 Sport Venues and Real Estate Development (Requires SM 330)	3		
SM 439 Sponsorship-Linked Marketing	3			SM 443 Sport Venues Applied Research Seminar (Requires SM 330, 440, & 442)	3		
SM 440 Sport, Economic Development and Urban Revitalization	3			SM 450 Introduction to Sport Analytics (Requires SM 249)	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		
<i>*Classes listed above in BOLD are unique to Path 1</i>				<i>*Classes listed above in BOLD are unique to Path 2</i>			

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Name:				UMID:				Date:			
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	1.5			ECON 101	4		
				SM 239	1.5						
				SM 249	4						
Required	12			Required	11			Required	12		
<p>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 & 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.</p>											
<p>Exceptions, Substitutions, Waivers Advisor - Please document approval of variations in degree program; sign and date:</p>											

Updated: 9/15/2022

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