SPORT MANAGEMENT UNDERGRADUATE RECORD SHEET – KINESIOLOGY
2023-2024

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 (Fall)	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 – *Concentration Path 2 only*	2 or 4			SM 499 Strategy of Sport Organizations (Sr. only)	3		
Total	**16-20**			**Total**	**31**		

Sport Management Concentration Paths and Electives – Declare 1 Path   (see Note 1)

Path 1: Sport Marketing and Management		**Term**	**Grade**	Path 2: Sport Policy & Analytics (see Note 2)		**Term**	**Grade**
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 317 Career Planning	3		
SM 331 Business Optimization (Excel)	1.5			SM 330 Data Management & Visualization in R	1.5		
SM 428 Experiential Marketing in Sport Industry	3			SM 331 Business Optimization (Excel)	1.5		
SM 429 Social Media Marketing in Sport	3			**SM 433 Sport and Public Policy**	3		
SM 430 Social Enterprise & Non-Profit Management	3			**SM 438 Economics of College Sport**	1.5 or 3		
SM 431 Sport & the Media	3			SM 439 Sponsorship-Linked Marketing	3		
SM 432 Human Resource Management	3			SM 440 Sport, Economic Development and Urban Revitalization	3		
SM 435 Sport and the Consumer	3			**SM 441 Monetization Issues in Sport**	3		
SM 436 Race Relations, Cultural Images, and Sport	3			**SM 442 Sport Venues and Real Estate Development** (Requires SM 330)	3		
SM 437 Psychological Aspects of Sport & Exercise	3			**SM 443 Sport Venues Applied Research Seminar** (Requires SM 330, 440, & 442)	3		
SM 439 Sponsorship-Linked Marketing	3			**SM 450 Introduction to Sport Analytics**	3		
SM 440 Sport, Economic Development and Urban Revitalization	3			**SM 451 Sport Analytics: Team Performance** (Requires SM 450)	3		
SM 444 Sales Management in the Sport Industry	3			**SM 452 Sport Social Media Analytics**	1.5 or 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		
Classes listed above in BOLD are unique to Path 1				*Classes listed above in BOLD are unique to Path 2*			

Updated: 6/5/2023

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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	1.5			ECON 101	4		
				SM 239	1.5						
				SM 249	4						
Required	12			Required	11			Required	12		

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.

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

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Distribution Requirements
On UM campus, enroll in language, anthropology, history, archaeology, geography or political science courses related to host country to meet distribution requirements.
Study Abroad (optional)
Study abroad during Fall or Winter semester of junior/senior year or Spring/Summer semester of any year. Some Kinesiology exchange partners offer courses in your major; other programs available for general transfer credit toward your 120 credits required to graduate.