

# 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 year (Level 1), students must complete a series of required courses and take distribution courses.

Advancement to Level 2 of the program (years two, three and four) is competitive. Highest consideration will be given to those students who have successfully completed all required Level 1 courses and have demonstrated academic success and professional zeal. Students who will still have three or more prerequisite courses remaining after the term of SM Level 2 application should not apply to level 2. **It is recommended that you have completed or are enrolled in a minimum of seven of the nine prerequisite courses at the time of application.** Courses taken during years two, three, and four provide students with a strong knowledge base while taking advanced courses focusing on the business of sport with emphasis on issues of management, marketing, strategic partnerships, finance, economics, policy, law, analytics, organizational behavior, and strategy. Students are required to apply the knowledge they gain in the classroom in internships; six credits of internship experience are required.

## Requirements

### Level 1 (Year One)

During the first year, students must take the courses listed below. These courses are meant to be completed before or by the end of the term in which students apply to SM Level 2. Students admitted directly to UM as freshmen must complete all Level 1 pre-requisite courses on campus through UM. External transfer students may petition for external credit for Level 1 pre-requisite courses only. ***Election of these courses does not guarantee or presume advancement to Level 2 of the Sport Management Program.***

### Level 1 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.)
- **ECON 101** (SS) - Principles of Economics I (Micro) (4 cr.) - *ECON departmental credit received from AP exams will not fulfill this requirement.*
- **MATH 105** (NS) - Data, Functions, and Graphs (Pre-Calculus) (4 cr.) *or equivalent or higher-level math course, calculus advanced placement credit or a calculus definite math placement recommendation; required only of students pursuing Path 2 Sport Policy & Analytics Concentration.*
- **STATS 250** (NS) or **SOC 210** (NS) - Introduction to Statistics and Data Analysis (4 cr.) -

*Note: Students entering UM with AP STATS credits who elect to take STATS 250 or SOC 210 will forfeit their AP credits. Students entering UM with STATS AP credits who wish to keep their AP credits are required to take STATS 280 or a 400-level STATS course.*

### **Level 1 Required Courses Within Kinesiology**

- **SM 100** -Sport Management Seminar (2 cr.)
- **SM 101** (HU) - Public and Small Group Communication (3 cr.)
- **SM 111** - Historical and Sociological Issues in Sport & Fitness (3 cr.)
- **SM 203** – Introduction to Sport Management (3 cr.)

### **Level 2 (Years Two, Three and Four)**

SM Level 2 required and elective classes cannot be substituted with courses from other U-M units and/or US colleges/universities unless by announcement from the Sport Management faculty. Students with unsatisfactory academic performance in Level 2 courses may be placed on probation or withdrawn from the program.

### **Level 2 Required Courses**

- **SM 217** (HU) – Business Communications (3 cr.)
- **SM 238** (NS) Introduction to Accounting (1.5 cr.)
- **SM 239** (NS) Introduction to Financial Decision Making (1.5 cr.)
- **SM 241** Introduction to Economic and Policy Issues in Sport (3 cr.)
- **SM 246** Principles of Marketing (3 cr.)
- **SM 249** (NS) - Research Methods for the Sport Industry. *Advisory prerequisite of STATS 250.* (4 cr.)
- **SM 332** - Organizational Behavior of Sport Organizations (3 cr.)
- **SM/AES 333** - Legal & Ethical Issues in Sport (3 cr.)
- **SM 403** - Students are required to complete six credits of internship experience; internships must be pre-approved by the internship coordinator and will not be approved until students complete the SM 403 workshop and submit the necessary paperwork (see the SM 403 form for details).
- **SM 499** Strategy of Sport Organizations (3 cr.) - requires senior standing

### **Sport Management Elective Courses**

Students must complete 21 credits of electives in Years Three and Four. At the end of Year 2 students will work with their academic advisor to declare a concentration in either Path 1: Sport Marketing and Management or Path 2: Sport Policy and Analytics. Students will choose their electives to complete their concentration as detailed below.

Once students complete their SM requirements, they are expected to take coursework outside of the SM program to complement their degree. Many students elect to take these courses overseas or on campus through completion of a minor, or potentially, a second major. Students wishing to complete additional credits in SM, beyond the required 21 elective credits, may submit an academic appeal to the program director.

## Path 1: Sport Marketing & Management

This concentration explores themes, including marketing, management, social enterprise, leadership, entrepreneurship, and socio-cultural factors, influencing the business of sport.

To complete a concentration in Sport Marketing & Management a student must take 21 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.

*Note: This means three credits will be of the student's choosing (from either concentration) to reach the required 21 credits of electives.*

## Path 2: Sport Policy & Analytics

This concentration focuses on data analytics, specifically in relation to finance (e.g., venues, real estate, etc.), economics (e.g., the economic impact of sport venues, competitions, etc.), and policy issues (e.g., local, state, national, and international policies affecting sport competitions, venues, etc.) relevant to business development in sport. **Students pursuing this concentration must have Math 105 or equivalent or higher-level math course, calculus advanced placement credit or a calculus definite math placement recommendation.**

To complete a concentration in Sport Policy & Analytics a student must take 21 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.

*Note: This means three credits will be of the student's choosing (from either concentration) to reach the required 21 credits of electives.*

Path 1: Sport Marketing & Management	Path 2: Sport Policy & Analytics
*SM 313 Business Development in Sport	*SM 313 City of Champions: Detroit Sports
*SM 313 Digital Sports Marketing	*SM 313 Global Sports: Political and Economic Perspective
SM 317 Career Planning	SM 317 Career Planning
SM 330 Data Management & Visualization in R	SM 330 Data Management & Visualization in R
SM 331 Business Optimization (Excel) in Sport	SM 331 Business Optimization (Excel) in Sport
*SM 428 Experiential Marketing in the Sport Industry	*SM 433 Sport & Public Policy

<b>Path 1: Sport Marketing &amp; Management (continued)</b>	<b>Path 2: Sport Policy &amp; Analytics (continued)</b>
*SM 429 Social Media Marketing in Sport	*SM 438 Econ of College Sport
*SM 430 Social Enterprise & Non-Profit Management	SM 439 Sponsorship-Linked Marketing
*SM 431 Sport & the Media	SM 440 Sport, Econ Development & Urban Revitalization
*SM 432 Human Resource Management	*SM 441 Monetization Issues in Sport
*SM 435 Sport and the Consumer	*SM 442 Sport Venues and Real Estate Development (Requires SM 330)
*SM 436 Race Relations, Cultural Images & Sport	*SM 443 Sport Venues Applied Research Seminar (Requires SM 330, 440, & 442)
*SM 437 Psychological Aspects of Sport & Exercise	*SM 450 Intro to Sport Analytics (enforced prereq for SM 451)
SM 439 Sponsorship-Linked Marketing	*SM 451 Sport Analytics: Team Performance
SM 440 Sport, Econ Development & Urban Revitalization	*SM 452 Sport Social Media Analytics
*SM 444 Sales Management for Sport Industry	SM 454 Sport Marketing Analytics
*SM 445 Sport Tourism	*SM 461 Detroit & The Olympics
*SM 446 Brand Strategy & Advertising Campaigns	*SM 462 Global & Major League Soccer
SM 454 Sport Marketing Analytics	SM 463 Football & Football, America and the World
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(\*) Class is unique to concentration path.

Note: As new classes are offered, faculty will announce which concentration path they will fulfill.

SM 402 Course Assistant - *May be taken for 1 or 2 credits; requires faculty approval and override to register. A student may repeat SM 402 once, not to exceed 4 credits total, in which case the second experience's credits count towards general graduation credits, not towards SM elective credits.*

## Minors

SM students completing minors may not count minor courses towards their SM credits. If a minor requires courses that are repetitive in content to the SM requirements, students may petition to take an additional SM course in place of the repetitive-content course; for example, students pursuing a minor in the Ross School of Business, may petition to take MKT 300 in place of SM 246, in which case they will be required to take an additional SM upper-level marketing course to satisfy the three SM credits.

The School of Kinesiology, Taubman School of Architecture and Ross School of Business have collaborated on a minor in Real Estate Development. The program guides students in integrating disciplines that shape the built environment and enhance the quality of life for all people while conserving the natural environment. To learn more about the minor in Real Estate Development, please visit <https://studyrealestate.umich.edu/real-estate-development-minor/>.

## 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 from the Sport Management faculty Committee through the Study Abroad Course Approval Form, students can use study abroad credit to fulfill SM 403 credits. 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. Completion is not required prior to applying to SM Level 2. 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 **Forms and Bulletins** page of the Kinesiology website (<https://www.kines.umich.edu/student-services/forms-bulletins>). (For further general distribution information, visit the Appendix of this Bulletin.

## Elective Courses Beyond those Required for Level 2

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. SM Level 2 students are required to take 15 of these credits in Years 3 and 4 outside of SM, unless otherwise approved by the SM director; students should consider taking courses that interest them or that will contribute to their professional development and growth.

## Advancement to Level 2 in Sport Management

Advancement to Level 2 of Sport Management is limited to assure a high quality educational experience for accepted students. The application is open to students who will have sophomore standing by Fall term of their second year and who have completed all prerequisite courses. Students should achieve at least a 3.0 cumulative GPA in their first year to be a competitive applicant. Students must complete and submit the Level 2 application by the deadline included on the application in order to have their application reviewed.

The **SM Level 2 Application** and **SM Level 2 Application Guidelines** are available through the School of Kinesiology's Office of Undergraduate Student Affairs, on the **Forms and Bulletins** page of the Kinesiology website (<https://www.kines.umich.edu/student-services/forms-bulletins>). Applications are accepted for Fall or Winter semesters only. The deadlines are September 15th for the following Winter term start and January 15th for the upcoming Fall term start. Should these dates fall on the weekend, applications should be submitted by 5 p.m. on the Friday leading up to the date. Applications must be completed and submitted online. The application link may be found on the Sport Management section of the School of Kinesiology website.

## 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 2 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 2 of Sport Management as well as admitted to the BBA program. Students admitted to the dual degree will complete all of the Ross BBA requirements, as well as the Sport Management Program requirements as detailed below.

### Level 1 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 (4 cr.) - *also required for BBA program*
- **SM 100** - Sport Management Seminar (2 cr.)
- **SM 111** - Historical and Sociological Bases of Human Movement (3 cr.)
- **SM 203** – Introduction to Sport Management (3 cr.)

## Level 2 Required Courses for Dual Sport Management/BBA Students

- **SM 217** (HU) – Business Communications (3 cr.)
- **SM 238** (NS) Introduction to Accounting (1.5 cr.)
- **SM 239** (NS) Introduction to Financial Decision Making (1.5 cr.)
- **SM 241** Introduction to Economic & Policy Issues in Sport (3 cr)
- **SM 249** (NS) - Research Methods for the Sport Industry (4 cr.)
- **SM 332** - Organizational Behavior of Sport Organizations (3 cr.)
- **SM/AES 333** - Legal & Ethical Issues in Sport & Fitness (3 cr.)
- **SM 499** - Strategy of Sport Organizations (3 cr.) - requires senior standing
- **SM 403** - Internship Experience (6 credits are required, see the SM 403 form for details)

## Level 2 Elective Courses for Dual Sport Management/BBA Students

See the previous section on Sport Management Level 2 elective courses. Students are required to declare a concentration path at the end of Year 2 and complete 21 credits of electives following the requirements detailed in the previous section.

## Degree Progress

Once students have gained admittance to both the BBA program and Level 2 of Sport Management, they must complete the **Multiple Dependent Degree Program (MDDP)** form either through the Ross School of Business or the School of Kinesiology to be jointly enrolled in both schools. This form can be accessed on the **Forms and Bulletins** page of the Kinesiology website (<https://www.kines.umich.edu/student-services/forms-bulletins>). 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.

## Multiple Dependent Degree Program (MDDP)

Students may choose to pursue a Kinesiology undergraduate degree and a second undergraduate degree from another U-M college/school such as the College of Literature, Science and the Arts, the Ross School of Business (*Sport Management majors only*), School of Music, Theatre & Dance or the School of Art and Design. Students must meet the degree