Sport Management
2014 – 2015 Sample Program Plan
120 total credit hours

SM Level One (First & Second Years)

FIRST YEAR

SM 101 (3) (HU)
Public & Small Group Communication

SM 111 (3)
Hist. & Soc. Basis of Human Movt.

Psych 111 (SS) or Psych 112 (NS) (4)
Introduction to Psychology

English 125 or FYWR (4)
English Composition (or equivalent)

Stats 250 or SOC 210 (4) (NS)
Introduction to Statistical Reasoning

General Elective/Distribution (12)

Total: 30 cr.

SECOND YEAR

SM 203 (3)
Introduction to Sport Management

SM 217 (3) (HU)
Business Communication

SM 249 (4) (NS)
Research Methods

*Econ 101 (4) (SS)
Principles of Economics (Micro)

**Econ 102 (4) (SS)
Principles of Economics II (Macro)

General Elective/Distribution (12-16)

Total: 30 cr.

* Econ 101 should be taken by fall of second year for full Level 2 consideration.

** Students who have taken Econ 101 outside of U-M must take Econ 102 at U-M for full Level 2 consideration.

Apply to Level 2 by February 1st of second year

SM Level Two (Third & Fourth Years)

THIRD YEAR

SM 331 (3)
Economics of Sport

SM 332 (3)
Organizational Behavior

SM/HF 333 (3)
Legal Issues in Sport

SM 341 (3)
Sport Finance

SM 342 (3)
Strategy of Sport Organizations

SM 346 (Pre-req for SM 444) (3)
Principles of Marketing

ACC 471 or 300 (3) (NS)

SM Electives (6)

General Electives (3)

Total: 30 cr.

FOURTH YEAR

SM/HF 434 (3)
Sport Ethics/ Managerial Ethics

SM 444 (3)
Sales Mgmt. in the Sport Industry

SM Electives (15)

SM or General Electives (9)

Total: 30 cr.