

SPORT MANAGEMENT CURRICULUM

COURSES

Awareness

- Contemporary Sport Management *(SPT 2120)*
- Sport Data and Research *(SPT 2320)*
- Public Speaking* *(IDS 1150)*
- Principles of Economics* *(ECO 1000)*

Understanding

- Sport Law *(SPT 3050)*
- Sport Marketing *(SPT 3510)*
- Sport Sales and Promotion *(SPT 3520)*
- Sport Finance *(SPT 4120)*
- Sports and Media* *(COM 3350)*

Application

- Internship in Sport Management# *(SPT 3985)*
- Event and Venue Management *(SPT 4270)*
- Sport Leadership and Ethics *(SPT 4970)*

Students select 8 credits of non-sport electives in either Business, Communications or Computer Science, as well as 4 credits of sport electives.

**Course offered by department outside Sport Management*

#A full-time, 320-plus hour experiential opportunity in a professional interest area

Curriculum infused with Elon Learning Experiences

INTERNSHIP ▪ LEADERSHIP ▪ SERVICE ▪ STUDY ABROAD ▪ UNDERGRADUATE RESEARCH