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What is Sport Management?

The sport management major is designed for students interested in working in the sports industry. The program combines sport management with a minor in business administration. The program also includes a semester-long internship experience.

This program includes study in management, economics, finance, promotion, and marketing, as well as communications and law. The internship, a full-time work experience at an approved site with expert supervision, is the culmination of study. Through the internship experience students gain managerial skills as well as valuable contacts for possible future employment.

A formally recognized program at the University of Tennessee since 1983, sport management is a field of study and application based upon the integration of sports and physical activity with management theory and principles. Sport management applies skills related to planning, organizing, leading, and evaluating to organizations or departments whose primary product or service is sports and/or physical activity.

Career Opportunities in Sport Management

Growth of sport industries in this country and the world has created a demand for sport and fitness professionals trained in management. In the United States, sport-related businesses are a multi-billion dollar enterprise, ranking in the top fifteen industries in the nation.

Opportunities for sport management graduates range from working for a local non-profit organization to working for a professional sports team. Career

possibilities include marketing, media relations, facility management, athletic administration, and coaching.

Sport management majors may work in a variety of settings: sports teams of various types and levels; sport and fitness facilities; college/university intramurals and sport clubs; sport information; public and private sport clubs; and the sporting goods industry.

Salary Trends in Sport Management

Entry-level salaries in the sport industry are often in the mid \$20,000 range.

High School Preparation

High school preparation should include involvement in sport-related activities through participation, being a team manager, etc.

How to Major in Sport Management at UT

Students must apply to be admitted to the sport management major. Application for admission consideration may be completed after the successful completion of 30 semester hours with a grade of "C" or better in Sport Management 100 and Sport Management 250. Applicants must also have successfully completed English 101, 102 and Math 125. A minimum GPA of 2.5 is required to apply for admission to the program. A minimum GPA of 2.5 must be maintained to remain in the major.

The Sport Management Admissions Board meets three times a year to consider applications. The admissions criteria summarized above are the minimum requirements and applicants should be aware that the admission process is competitive and based upon available resources and internship opportunities.

Requirements for Sport Management

Students are required to take 44 credit hours in general education, 40 in the sport management curriculum, 21

in the business minor, and 15 hours of general electives.

Co-ops and Internships

Each sport management major is required to complete a semester-long internship. The internship can be done during either the fall, spring, or summer semester. Students may pursue their own internship, or assistance can be provided in obtaining one. Students have held internships at Disney Sports, Tennessee Titans, Cleveland Browns, Collegiate Licensing Company, Boston Celtics, North Carolina State University, the University of Tennessee, and Texas Tech University.

Highlights in Sport Management

The Adidas partners in sports program is a cooperative venture involving adidas America and the University of Tennessee's professional preparation program in sport management. Partners in Sports encourages the development of leaders in the growing sports industry throughout the world and attempts to elevate the status of the sport management program at UT. Partners in Sports promotes practical experiences and the professional development of students.

FOR MORE INFORMATION :

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Sample Curriculum

Freshman Year

English 101, 102	3,3
Cultures and Civilizations	6
Social Science Elective.....	3
Sport Management 100	1
Arts and Humanities Elective	3
Math 125 or 141	3-4
General Electives	6
Business Administration 101	1
Total	29-30 credit hours

Sophomore Year

Accounting 200	3
Economics 201	4
Business Administration 201	4
National Science Electives	7-8
Speech 210 or 240	3
Sport Management 250	3
Sport Management 290	3
Statistics 201	3
Total	32-33 credit hours

Junior Year

Management 300.....	3
Finance 301	3
Marketing 300.....	3
Sport Management 350.....	3
Sport Management 390.....	3
Arts and Humanities Elective	3
Sport Studies 335	3
General Electives	6
Writing Elective	3
Total	30 credit hours

Senior Year

General Electives	3
Sport Management 490**	12
Choose five (5) from the following:	
Sport Management 330*, 360*, 370*, 380*, 440*, 450*, 460*, Sports Studies 336 or RTM 415*, 440*	15
Total	30 credit hours

Grand Total ... 120-122 credit hours

Courses listed in bold make up the business minor

* Courses require admission to the major

**Must have a min 2.5 GPA for internship.

Note: This sheet is for general information only. For more specific information on this program refer to the UT catalog at <http://tennessee.edu/catalogs> or contact the college.

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