

# SPORT MANAGEMENT GENERAL MANAGEMENT

## REQUIREMENTS

**CORE CURRICULUM** The Core Curriculum is designed to foster critical thinking skills and introduce students to basic domains of thinking that transcend disciplines. The Core applies to all majors. Information on specific classes in the Core can be found at [marshall.edu/gened](http://marshall.edu/gened).

### CORE 1: CRITICAL THINKING

CODE	COURSE NAME	HRS	GRADE
FYS 100	First Year Seminar	3	_____
PSY 201	Critical Thinking Course	3	_____
STHM 218	Critical Thinking Course	3	_____
<b>TOTAL HOURS</b>		<b>9</b>	
<b>Additional University Requirements</b>			
_____	Writing Intensive (Core II Humanities rec.)	3	_____
_____	Writing Intensive	3	_____
STHM 218	Multicultural / International	3	_____
STHM 475	Capstone	3	_____

### CORE 2:

CODE	COURSE NAME	HRS	GRADE
ENG 101	Beginning Composition	3	_____
ENG 201	Advanced Composition	3	_____
CMM 207	Bus & Prof Communication	3	_____
MTH 121	Concepts & Applications (CT)	3	_____
_____	Core II: Natural/Physical Sci	4	_____
_____	Core II Humanities (WI)	3	_____
_____	Core II Fine Arts	3	_____
PSY 201	Intro to Psychology (CT)	3	_____
<b>TOTAL HOURS</b>		<b>25</b>	

### MAJOR-SPECIFIC

All Sport Management majors are required to take the following courses:

CODE	COURSE NAME	HRS	GRADE	CODE	COURSE NAME	HRS	GRADE
ACC 310	Accounting for Entrepreneurs	3	_____	STHM 416	Facility Design and Management	3	_____
CMM 207	Bus & Prof Communication	3	_____	STHM 430	Sport Law	3	_____
PSY 201	Introductory to Psychology	3	_____	STHM 475	Capstone Seminar	3	_____
ECN 200	Survey of Economics	3	_____	MGT 218	Business Quantitative Methods	3	_____
STHM 218	Sports in Society (CT, MC)	3	_____	MGT 320	Principles of Management	3	_____
STHM 250	Intro to Sport Management	3	_____	MKT 340	MKT Concepts and Applications	3	_____
STHM 380	Sport Marketing	3	_____	NRRM 320	Sports & Campus Rec Mgmt	3	_____
STHM 381	Sport Finance/Economics	3	_____	_____	PEL or Dance	1	_____
STHM 401	Ethics in Sport	3	_____	_____	PEL or Dance	1	_____

### AREA OF EMPHASIS-SPECIFIC

Students who wish to pursue the general management emphasis must take the following courses:

CODE	COURSE NAME	HRS	GRADE	CODE	COURSE NAME	HRS	GRADE
STHM 290	Practicum	3	_____	_____	Minor Requirement	3	_____
STHM 390	Pre-Internship Experience	3	_____	_____	Minor Requirement	3	_____
STHM 490	Internship	6	_____	_____	Minor Requirement	3	_____
STHM 410	Leadership: Theory & Practice	3	_____	_____	Minor Requirement	3	_____
JMC 330	Fundamentals of Public Relations	3	_____	_____	Minor Requirement	3	_____
_____	STHM Restricted Elective	3	_____	_____	Minor Requirement	3	_____
_____	STHM Restricted Elective	3	_____	_____	Free Elective (UNI 100 rec.)	1	_____
				_____	Free Elective	2	_____

### MAJOR INFORMATION

- General Management Area of Emphasis:
  - General Management Area of Emphasis include six hours STHM restricted electives from any of the following STHM classes: STHM 270, 425, 440, 450, 452, 458, 496. Summer school may be required to complete this degree in four years
  - A minor must be declared in either Management, Entrepreneurship, or Spanish.
- Other Area of Emphasis Options:
  - Sport Marketing
  - Sport Agency
  - Facilities and Operation Management
- Sport Information
- Recreation and Physical Activity
- Sport Studies
- Students are required to know and track their degree requirements for graduation or for entrance to a professional school.
- Course offerings and course attributes are subject to change semesters. Please consult each semesters schedule of courses for availability and attributes.

Milestone Course: This is a key success marker for your major. See your advisor to discuss the importance of this course in your plan of study.

# SPORT MANAGEMENT GENERAL MANAGEMENT

The mission of the Sport Management degree program is to educate students to become reflective, principled, knowledgeable, and creative learners who will succeed in the global sport management community in the 21st century. Sports are a major provider of high dollar entertainment which makes the industry very business oriented. The Sports Management program at MU allows students exposure to modern methods of business communication, sport marketing, sport finance and economics, ethical and legal issues in sport business, event management and more. Students have the opportunity to gain firsthand experience by completing internships within sport business settings.

YEAR ONE	FALL SEMESTER				SPRING SEMESTER			
	CODE	COURSE NAME	HRS	GRADE	CODE	COURSE NAME	HRS	GRADE
	STHM 250	Intro to Sport Mgt	3	_____	MGT 320	Principles of Management	3	_____
	ENG 101	Beginning Composition	3	_____	CMM 207	Bus & Prof Communication	3	_____
	FYS 100	First Year Seminar	3	_____	ENG 201	Advanced Composition	3	_____
	MTH 121	Concepts & Applications (CT)	3	_____	STHM 218	Sports in Society (CT, MC)	3	_____
	_____	Core II Fine Arts	3	_____	PSY 201	Intro to Psychology (CT)	3	_____
	UNI 100	Freshman First Class	1	_____				
	<b>TOTAL HOURS</b>		<b>16</b>		<b>TOTAL HOURS</b>		<b>15</b>	
	Summer Term (optional):							

YEAR TWO	FALL SEMESTER				SPRING SEMESTER			
	CODE	COURSE NAME	HRS	GRADE	CODE	COURSE NAME	HRS	GRADE
	MGT 218	Business Quantitative Methods	3	_____	ACC 310	Acct for Entrepreneurs	3	_____
	_____	Core II Natural/Physical Science	4	_____	STHM 401	Ethics in Sport	3	_____
	STHM 290	Practicum	3	_____	STHM 380	Sport Marketing	3	_____
	MKT 340	MKT Concepts and Applications	3	_____	_____	PEL or Dance	1	_____
	ECN 200	Survey of Economics	3	_____	_____	Minor Requirement	3	_____
					_____	Core II Humanities (WI)	3	_____
	<b>TOTAL HOURS</b>		<b>16</b>		<b>TOTAL HOURS</b>		<b>16</b>	
	Summer Term (optional):							

YEAR THREE	FALL SEMESTER				SPRING SEMESTER			
	CODE	COURSE NAME	HRS	GRADE	CODE	COURSE NAME	HRS	GRADE
	STHM 381	Sport Finance/Economics	3	_____	NRRM 320	Sports & Campus Rec Mgmt	3	_____
	STHM 410	Leadership: Theory & Practice	3	_____	_____	STHM Restricted Elective	3	_____
	STHM 390	Pre-Internship Experience	3	_____	_____	Minor Requirement	3	_____
	_____	STHM Restricted Elective	3	_____	JMC 330	Fund of Public Relations	3	_____
	_____	Minor Requirement	3	_____	_____	Minor Requirement	3	_____
	<b>TOTAL HOURS</b>		<b>15</b>		<b>TOTAL HOURS</b>		<b>15</b>	
	Summer Term (optional):							

YEAR FOUR	FALL SEMESTER				SPRING SEMESTER			
	CODE	COURSE NAME	HRS	GRADE	CODE	COURSE NAME	HRS	GRADE
	STHM 430	Sport Law	3	_____	STHM 475	Capstone Seminar	3	_____
	STHM 490	Internship	6	_____	STHM 416	Facility Design and Management	3	_____
	_____	Minor Requirement	3	_____	_____	Free Elective	2	_____
	_____	Minor Requirement	3	_____	_____	Writing Intensive	3	_____
					_____	PEL or Dance	1	_____
	<b>TOTAL HOURS</b>		<b>15</b>		<b>TOTAL HOURS</b>		<b>12</b>	
	Summer Term (optional):							

Milestone Course: This is a key success marker for your major. See your advisor to discuss the importance of this course in your plan of study.

● General Education Requirement   
 ■ College Requirement   
 ◆ Major Requirement   
 ◆ Area of Emphasis

Milestone Course: This is a key success marker for your major. See your advisor to discuss the importance of this course in your plan of study.

# SPORT MANAGEMENT - GENERAL MANAGEMENT – 2020-2021

## INVOLVEMENT OPPORTUNITIES

- Student Government Association
- Campus Activity Board
- JMELI
- Commuter Student Advisory Board
- Club Sports
- Religious Organizations
- Political Organizations
- Residence Hall Association
- Cultural Organizations
- National Society of Leadership and Success
- Greek Life

## RELATED MAJORS

- Marketing
- Management
- Exercise Science
- Natural Resources & Recreation Mgmt
- Entrepreneurship
- Media Production
- Sports Communication
- Public Relations

## GRADUATION REQUIREMENTS

- Have a minimum of 120 credit hours (some colleges or majors require more);
- Have an overall and Marshall Grade Point Average of 2.00 or higher;
- Have an overall Grade Point Average of 2.00 or higher in the major area of study;
- Have earned a grade of C or better in English 201 or 201 H;
- Have met all major(s) and college requirements;
- Have met the requirements of the Core Curriculum;
- Have met the residence requirements of Marshall University, including 12 hours of 300/400 level coursework in the student's college (see section entitled "Residence Requirements" in the undergraduate catalogue);
- Be enrolled at Marshall at least one semester of the senior year;
- Have transferred no more than 72 credit hours from an accredited West Virginia two-year institution of higher education.

Colleges and specific programs may have unique requirements that are more stringent than those noted above. Students are responsible for staying informed about and ensuring that they meet the requirements for graduation.

This academic map is to be used as a guide in planning your coursework toward a degree. Due to the complexities of degree programs, it is unfortunate but inevitable that an error may occur in the creation of this document. The official source of degree requirements at Marshall University is DegreeWorks available in your myMU portal. Always consult regularly with your advisor.

## YEAR ONE



Have questions? Need to talk? You already have a Friend-At-Marshall ready to help you succeed. Find your FAM Peer Mentor here: [www.marshall.edu/fam](http://www.marshall.edu/fam)



Stay on the Herd Path and come to class! Class attendance is more important to your success than your high school GPA, your class standing, or your ACT/SAT scores.



In order to graduate on time, you need to take an average of 15 credits per semester. Are you on track? Take 15 to Finish!



Take a Community Based Learning (CBL) class that connects course content to the community. Stay engaged and make a difference.



Take a pulse check. Know what you need to do every year to keep your grants, scholarships, or federal financial aid.



Are you completing enough credits to graduate on time? Dropping or failing a class can put you behind. Use summer terms to quickly get back on track.



Attend an intercultural festival or event on campus or in town.

## YEAR TWO



Are you completing enough credits to graduate on time? Dropping or failing a class can put you behind. Use summer terms to quickly get back on track.



Join the Marshall Mentor Network and connect with professionals in your field to discuss your major, career path, and more.



Meet with a career education specialist to conduct a "gap analysis." Figure out the skills you'll need for the career you want while you still have time to build them.



Your degree requires a pre-internship next year. Start planning now! Meet with your advisor to discuss.



Want to continue your education and increase your opportunities? Talk to a faculty member about whether graduate school fits your career goals.



Run for Student Government and represent your fellow students while making a longterm difference on Marshall's campus.



Join professional associations in your field, just as the North American Society for Sports Management.

## YEAR THREE



Develop relationships with professors who can serve as future references by attending their office hours.



Join or create a club or organization on campus about a particular issue you care about. Marshall has more than 200 student organizations.



Are you on track to graduate? Meet with your advisor for your Junior Eval to make sure you know what requirements you have left.



Prepare to present at the COHP Research Day in April.



Your degree requires an internship next year. Start planning now! Meet with your advisor to discuss your internship options.



Explore peer leadership opportunities through the FAM Program, or apply to be a UNI Peer Mentor.



Think about who can help you grow as a student and a professional (professors, advisors, alumni, etc.) and ask at least one to be your mentor.

## YEAR FOUR



This is it! Are you on track to graduate? Meet with your advisor for your Senior Eval to see what requirements you have left.



Networking is key! Attend a Career Expo to seek employment opportunities and network with employers in your field.



Join professional associations in your field, such as the Sports Marketing Association.



Think about who can help you grow as a student and a professional (professors, advisors, alumni, etc.) and ask at least one to be your mentor.



Complete graduate admissions exams (GRE, MCAT, LSAT) the summer before your senior year.



Strengthen your resume and enhance your presentation skills. Present what you've learned at an academic conference off campus.



Be at the top of your professional game! Prepare a final resume and practice your interview skills with a career coach in Career Education.

## TRANSFERABLE SKILLS ASSOCIATED WITH THIS MAJOR

- Time management
- Flexibility
- Analytical mindset
- Creativity
- Oral and Written Communication Skills
- Ability to Work as Part of a Team
- Organization

## ASSOCIATED CAREERS

- Athletic Director
- Administrator (i.e. NFL, NBA, MLB, PGA, NSCAR, etc)
- NCAA Administrator
- Athletic Coach
- Sport Information Director
- Sports Facilities Manager
- Sports Analyst
- Sport Agent
- Event Coordinator
- Fitness Manager
- Health Promotion Coordinator
- Recreation Management
- Sport Lawyer
- Sports Safety Educator
- Athlete Development Specialist
- Health Promotion
- Marketing Consultant
- Marketing Coordinator
- Public Relations Manager
- Business Development Coordinator
- Contract Administrator
- Contract Negotiation Manager
- Corporate Partnerships Manager
- Sales Coordinator



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