

Sport Management

Department of Health and Human Performance
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Why Choose Sport Management?

The Sport Management program is designed for students pursuing careers of leadership in the sport industry. Management and administrative positions are currently a high-growth employment area. Graduates work in a variety of settings including private sport and fitness clubs, recreation departments, nonprofit organizations, sport facilities, sport media and public relations, sport sales, college and professional sport organizations, sport marketing and promotion firms, sporting goods businesses, sport agencies, event management companies and sport camps. Students completing this concentration are well positioned for entry-level leadership opportunities in the field. During their final semester, students are required to complete an internship in which they will obtain roughly 270 hours of experience in their related field.

Transferring to RU in Sport Management from a VCCS?

- Completion of an Associate of Science in Business Administration degree is recommended.
- Required courses for A.S. in Business Admin. that are required for Sport Management:
 - ECON 205 or 206 (ECO 201 or 202)
- Required courses for A. S. in Business Admin that count for Sport Management:
 - COMS 114 (CST 100)
 - ACTG 212 (ACC 212)
 - ECON 205 or 206 (ECO 201 or 202)
- Additional courses required for Sport Management:
 - MATH 137 (MTH 158 or 163)
 - BIOL 105 (BIO 101 - take for science elective)
 - PSYCH 121 (PSY 200 – take for Social Science elective)
 - STAT 200 (MTH 146, 157, 240, or 241)
 - HLTH 200 (HLT 116 or 160)

About Sport Management Courses

- Required coursework will allow students to acquire a strong background in sport and sport business.
- Coursework in the business and management fields strengthen career opportunities
- Each student in the program chooses either the sport management or coaching management options. Students complete 15-16 hours of related interdisciplinary coursework in their chosen area of focus. Courses include options in areas such as management, marketing, economics, accounting, business law, finance, media studies, communications, and Exercise, Sport, and Health Education.

Extracurricular Activities

- Health & Human Performance Majors Club (HHP Club)
- A variety of leadership, community service, and professional development opportunities are available.

Sport Management SAMPLE 4 Year Plan

*Must be taken in designated semester. Courses in **Bold** are required in Core Curriculum.

Fall Semester		Spring Semester	
Freshman Year	Cr.	Freshman Year	Cr.
University Core A: Core 101	3	University Core A: Core 102	3
University Core B: VPA	3	University Core B: MATH 137	3
College Core A: Global Perspectives	3	College Core B: HLTH 200	3
College Core A: ECON 205 or 206	3	College Core B: Humanities/VPA/Foreign Lang	3
University Core B: BIOL 105	4	ESHE 212: Intro to Sport Management	3
	Total 16		Total 15
Sophomore Year		Sophomore Year	
University Core A: Core 201, POSC 201 or MKTG 201	3	University Core A: Core 202 or POSC 202	3
University Core B: Humanities	3	ACTG 211: Fundamentals of Financial Acct	3
College Core B: STAT 200	3	ESHE 350: Sport Psychology	3
University Core A: PSYC 121	3	Cognate Course # 1	3
*ESHE 375: Event and Facility Mgmt	3	Cognate Course # 2	3
	Total 15	<i>Talk to advisor about choosing a minor to complement your degree & interests.</i>	Total 15
Junior Year		Junior Year	
Elective	3-4	*ESHE 341: Legal Issues in Sport Management	3
MGNT 322: Organizational Behavioral	3	*ESHE 400: Financial Aspects of Sport	3
ENGL 306/307	3	ESHE 360: Marketing & Promotion in ESHE	3
MKTG 340: Principles of Marketing	3	Elective	3
Cognate Course # 3	3	Cognate Course # 4	3
	Total 15-16		Total 15
Senior Year		Senior Year	
*ESHE 415: Sport Administration (must be taken semester prior to ESHE 463)	3	Elective	3
Cognate Course # 5	3	Elective	3
*ESHE 370: Sociocultural Aspects of Sport	3	ESHE 463: Professional Fieldwork in ESHE	6
Elective	3-4		
	Total 12-13		Total 12
*ESHE 345: Sport Ethics (must be taken during Summer or Wintermester term)	3		