

SPORTS BUSINESS

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.

CORE 1: CRITICAL THINKING

CODE	COURSE NAME	HRS	GRADE
FYS 100	First Year Seminar	3	_____
PSY 201	Critical Thinking Course	3	_____
ACC 215	Critical Thinking Course	3	_____

CORE 2:

CODE	COURSE NAME	HRS	GRADE
ENG 101	Beginning Composition	3	_____
ENG 201	Advanced Composition	3	_____
CMM 207	Bus & Prof Communication	3	_____
STA 150	Fundamentals of Statistics	3	_____
STA 150L	Fundamentals of Statistics Lab	1	_____
_____	Core II Natural/Physical Science	4	_____
_____	Core II Humanities	3	_____
PSY 201	General Psychology (CT)	3	_____
_____	Core II Fine Arts	3	_____

Additional University Requirements

ENG 204	Writing Intensive	3	_____
MGT 460	Writing Intensive	3	_____
STHM 496	Multicultural or International	3	_____
STHM 475	Capstone Seminar	3	_____

COLLEGE

All business majors are required to take core business courses. They are as follows:

CODE	COURSE NAME	HRS	GRADE	CODE	COURSE NAME	HRS	GRADE
ENG 204	Writing for the Workplace	3	_____	MIS 200	Bus Computer Applications	3	_____
ACC 215	Intro Financial Accounting (CT)	3	_____	MIS 290	Principles of MIS	3	_____
ACC 216	Intro Managerial Accounting	3	_____	MGT 218	Business Quantitative Methods	3	_____
ECN 250	Principles of Microeconomics	3	_____	MGT 320	Principles of Management	3	_____
ECN 253	Principles of Macroeconomics	3	_____	MGT 460	Strategic Management	3	_____
FIN 323	Principles of Finance	3	_____	MKT 340	MKT Concepts and Applications	3	_____
LE 207	Legal Environment of Business	3	_____	_____	CMM Studies Elective	3	_____

MAJOR

Students who wish to major in Sports Business must take the following courses:

CODE	COURSE NAME	HRS	GRADE	CODE	COURSE NAME	HRS	GRADE
STHM 250	Intro to Sport Management	3	_____	_____	Free Elective	3	_____
STHM 380	Sport Marketing	3	_____	_____	Free Elective	3	_____
STHM 381	Financing Sports	3	_____	_____	Free Elective	3	_____
STHM 390	Sport MGT Pre-Internship or or 320 Sports & Campus Rec Mgmt	3	_____	_____	Free Elective	3	_____
STHM 416	Facility Design & Management	3	_____	_____	Free Elective	3	_____
STHM 475	Capstone Seminar	3	_____	_____	Free Elective	3	_____
STHM 496	Olympic Games	3	_____	_____	Free Elective	3	_____
_____	STHM elective	3	_____	_____	Free Elective	3	_____
_____	STHM elective	3	_____	_____	Free Elective	3	_____

MAJOR INFORMATION

- Students must earn a minimum of 120 credit hours to graduate. If any courses are used to complete multiple degree requirements or student is required to take STA 150B or ENG 101P, the student may need a different number of free electives than what is listed above to reach 120 credit hours.
- STHM electives can be any STHM classes not already required for the major. STHM 496 Olympic Games may not count towards a STHM elective.
- STHM 496 Olympic Games must be taken to meet the International Business Elective.
- STHM 475 is the capstone course for all Sports Business majors. It is normally taken in the senior year
- The Communication Studies Elective can be met by taking one of the following courses: CMM 302, 308, 315, 319, or 322.
- Please check with advisor about course offerings. Not all classes will be offered every semester.
- Multicultural or International additional university requirement met with International Business Elective.

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.

SPORTS BUSINESS

The Department of Marketing, MIS, and Entrepreneurship offers a Bachelor of Business Administration degree in Sports Business. Graduates of the program are prepared to become reflective, principled, knowledgeable, and creative employees who will succeed in the global sports business community in the 21st century. Sports are a major provider of high dollar entertainment which makes the industry very business oriented. Due to the economic size of the sports industry, the demand for higher educated sports managers is at an all-time high. According to the Occupational Outlook Handbook, employment of entertainment and sports occupations is projected to grow 22 percent from 2020 to 2030, much faster than the average for all occupations.

YEAR ONE	FALL SEMESTER				SPRING SEMESTER			
	CODE	COURSE NAME	HRS	GRADE	CODE	COURSE NAME	HRS	GRADE
	FYS 100	First Year Sem Crit Thinking	3	_____	ECN 250	Principles of Microeconomics	3	_____
	ENG 101	Beginning Composition	3	_____	CMM 207	Bus & Prof Communication	3	_____
	STA 150	Fundamentals of Statistics	3	_____	_____	Core II Physical or Natural Science	4	_____
	STA 150L	Fundamentals of Statistics Lab	1	_____	_____	Core II Fine Arts	3	_____
	PSY 201	General Psychology (CT)	3	_____	STHM 250	Intro to Sport Management	3	_____
	MIS 200	Bus Computer Applications	3	_____				
	UNI 100	Freshman First Class	1	_____				
	TOTAL HOURS		17		TOTAL HOURS		16	

Summer Term (optional):

YEAR TWO	FALL SEMESTER				SPRING SEMESTER			
	CODE	COURSE NAME	HRS	GRADE	CODE	COURSE NAME	HRS	GRADE
	ACC 215	Intro Financial Accounting (CT)	3	_____	ACC 216	Intro Managerial Accounting	3	_____
	ECN 253	Principles of Macroeconomics	3	_____	MGT 218	Business Quantitative Methods	3	_____
	ENG 201	Advanced Composition	3	_____	ENG 204	Writing for the Workplace	3	_____
	LE 207	Legal Environment of Business	3	_____	_____	Free Elective	3	_____
	STHM 390	Sport MGT Pre-Internship or or 320 Sports & Campus Rec Mgmt	3	_____	_____	Core II Humanities	3	_____
	TOTAL HOURS		15		TOTAL HOURS		15	

Summer Term (optional):

YEAR THREE	FALL SEMESTER				SPRING SEMESTER			
	CODE	COURSE NAME	HRS	GRADE	CODE	COURSE NAME	HRS	GRADE
	MGT 320	Principles of Management	3	_____	MIS 290	Principles of MIS	3	_____
	MKT 340	MKT Concepts and Applications	3	_____	STHM 381	Financing Sports	3	_____
	FIN 323	Principles of Finance	3	_____	STHM 496	Olympic Games	3	_____
	STHM 380	Sport Marketing	3	_____	_____	Free Elective	3	_____
	_____	Free Elective	3	_____	_____	Free Elective	3	_____
	TOTAL HOURS		15		TOTAL HOURS		15	

Summer Term (optional):

YEAR FOUR	FALL SEMESTER				SPRING SEMESTER			
	CODE	COURSE NAME	HRS	GRADE	CODE	COURSE NAME	HRS	GRADE
	STHM 416	Facility Design & Management	3	_____	STHM 475	Capstone Seminar	3	_____
	_____	STHM elective	3	_____	_____	STHM elective	3	_____
	_____	CMM Studies Elective	3	_____	MGT 460	Strategic Management	3	_____
	_____	Free Elective	3	_____	_____	Free Elective	3	_____
	_____	Free Elective	3	_____				
	TOTAL HOURS		15		TOTAL HOURS		12	

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

SPORTS BUSINESS – 2023-2024

INVOLVEMENT OPPORTUNITIES

- Join a student organization related to your major or social interests.
- Apply for internships
- Participate in BERS (Business Economics Research Symposium)
- Practice job interviewing
- Join LinkedIn
- Get a Business Professionalism Certificate
- Meet with a faculty mentor

RELATED MAJORS

- Management
- Marketing
- Marketing—Sales
- Marketing—Digital Marketing and Analytics
- Communications
- Management – Human Resources
- Exercise Science
- Sports Communication
- Public Relations
- Media Production

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.

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



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 career self-assessment to help determine what majors fit your talents and interests and consider job shadowing opportunities.



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



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



Sign up for Handshake! Handshake is the #1 place to launch a career with no connections, experience, or luck required. The platform connects up-and-coming talent with 650,000+ employers.

YEAR THREE



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



Consider joining a business-focused student organization to maximize your opportunities for networking and building leadership skills.



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



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



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



Have you considered adding a minor? Think about personal areas of interest you'd like to explore or how you might enhance your major with a related skill set.



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

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.



Volunteer for causes that you are passionate about such as 5ks to support medical research or coaching youth sports.



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



Meet with your academic advisor to ensure that you are informed about prerequisites and courses that are only offered one time a year.



Did you do really well in a hard course? Become a Tutor or a Supplemental Instructor.



National Student Exchange: Study away for one semester and gain a different perspective. Choose from institutions across the US, US territories, or Canada.



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.

YEAR FOUR



Apply for graduation! It's finally here! Go online and complete your graduation application. Need help? See your advisor.



Check with your advisor to see if you qualify to graduate with honors.



Don't enter your field with zero experience! Secure an internship related to your field of study.



Earn your Business Professionalism Certificate by attending speaker events and skill workshops offered by the Lewis College of Business.



Attend Countdown to Commencement. This is a one stop shop for all things graduation at Marshall! Keep an eye out for this event.



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

- Team Leadership
- Active Listening
- Critical Thinking
- Oral and Written Communication Skills
- Judgement and Decision Making
- Complex Problem Solving
- Time Management
- Coordination
- Strategy Development
- Management of Personnel Resources
- Systems Analysis

ASSOCIATED CAREERS

- Athletic Director
- Administrator (i.e. NFL, NBA, MLB, PGA, NASCAR, NCAA etc)
- 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
- Marketing Consultant
- Marketing Coordinator
- Public Relations Manager
- Business Development Coordinator

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.



Marshall University
Lewis College of Business
Brad D. Smith Undergraduate
School of Business
One John Marshall Drive
Huntington, WV 25755
1-304-696-2314
lcob@marshall.edu
marshall.edu/cob