

Arkansas State University
Bachelor of Science (BS) Sport Management
Department of Health, PE, and Sport Sciences

Degree: Bachelor of Science
Major: Sport Management
College: College of Education

Program Description: The BS degree in Sport Management is designed to provide students the needed background, knowledge, and experiences to be prepared for careers in intercollegiate and professional athletics organizations, sport facility management (arenas/stadiums), campus and community recreation programs, sports information/public relations, sport marketing, sport news media, sporting goods, and academic programs in sport management

Program Requirements: The BS degree requires students to complete 46 general education hours as well as identified courses in the Sport Management major (48 hours that includes chosen emphasis area). Students select one of the emphases: *business* or a *media*. The business emphasis includes courses in accounting, public relations, finance, marketing and management courses. The media emphasis area includes courses in journalism, radio, television and film. The Sport Management degree program requires 124 total credit hours, which includes a student internship (6 hours).

Career Opportunities: Administration of intercollegiate and professional sport (e.g. athletic director, general manager) sport facility management (e.g. arenas, stadiums, and park and recreational facilities), sports agents, campus recreation directors (e.g. sport clubs, intramurals), community-based sport organizations (e.g. YMCA, YWCA, city recreation programs), sports information/media relations (e.g. college, professional, Olympic, conference, NCAA and other national governing agencies), sport marketing (e.g. market research, promotion, fundraising and sales), sports facility and event management, sport journalism (e.g. print, radio, and television), physical fitness industry (e.g. health club management, corporate wellness), and academic settings.

Professional Organization Affiliations: Intercollegiate athletics and professional sport-National Association of Collegiate Directors of Athletics (NACDA), National Association of Athletic, Marketing, and Development Directors (NAAMDD); Facility Management-International association of Auditorium Managers (IAAM); Campus recreation-National Intramural-Recreational Sports Association (NIRSA), American Alliance for Health, Physical Education, Recreation and Dance (AAHPERD), North American Society for Sport Management (NASSM); Community Based Sport-National Recreation & Park Association (NRPA), Professional Golf Association (PGA), Association for Fitness in Business; Sports Information-College Sports Information Directors of America (CoSIDA), Football Writers Association of America (FWAA), National College Baseball Writers Association (NCBWA); Sport Marketing-National Association of Athletic Marketing and Development Directors (NAAMDD), Sport and Recreation Law Association (SRLA), Sport Marketing Association (SMA)

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