

Bachelor of Science in Sport Management



A Sport Management Degree That's Got Game

The Wilmington University BS in Sport Management educates you on the exciting business of sports—from media relations and marketing, to facilities management and fund raising, to sports analytics and team operations. This business degree's blend of academics and hands-on experience is a winning combination—and it's the most affordable program of its kind in the region.



A Sport Management Degree Gets You in the Ballpark

Our Sport Management degree students can choose from a broad array of internship and career advancement opportunities, because Wilmington University sits within driving distance of pro football, basketball, baseball and hockey teams and fosters connections with NCAA Division I collegiate programs, as well as regional nonprofit sports and recreation programs.



Sport Management Faculty With a Winning Record

In this affordable undergraduate Sport Management degree program you'll learn from expert faculty who are already in the game as general managers, sports attorneys, sports agents and leaders in collegiate sports.



A Value-Packed Sport Management Degree Loaded with Options

Add value to your bachelor's degree in Sport Management by using electives to earn certificates in Nonprofit Management or Sport Analytics — or by continuing on with coursework that prepares you for the nationally recognized Certified Athletic Administrator credential.



40 courses 120 total credits
Finish your Sport Management degree faster by transferring credits.

\$1,170
per course

Cost of a typical 3-credit course taken at our **New Castle campus** or **online**



Classes start every 8 weeks



WILMINGTON
UNIVERSITY™

BUSINESS

Get Started Today at wilmu.edu/Apply

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General Education Requirements (48-49 Credits)

<input type="checkbox"/> CTA 326 Integrating Excel into Business Problem Solving	<input type="checkbox"/> HIS 381 Contemporary Global Issues
<input type="checkbox"/> ECO 105 Fundamentals of Economics	<input type="checkbox"/> MAT 205 Introductory Survey of Mathematics
<input type="checkbox"/> ENG 121 English Composition I	<input type="checkbox"/> PHI 100 Introduction to Critical Thinking
<input type="checkbox"/> ENG 122 English Composition II	<input type="checkbox"/> PSY 101 Introduction to Psychology*
<input type="checkbox"/> ENG 131 Public Speaking	<input type="checkbox"/> Humanities Electives (6 Credits)*
<input type="checkbox"/> ENG 310 Research Writing	<input type="checkbox"/> Natural Science Elective (3 or 4 Credits)
	<input type="checkbox"/> Free Electives** (9 Credits)

Business Core (33 Credits)

<input type="checkbox"/> BAC 101 Accounting I	<input type="checkbox"/> BBM 402 Strategic Management ✓
<input type="checkbox"/> BAC 102 Accounting II	<input type="checkbox"/> FIN 305 Financial Management ✓
<input type="checkbox"/> BBM 201 Principles of Management	<input type="checkbox"/> HRM 311 Human Resource Management
<input type="checkbox"/> BBM 301 Organizational Behavior	<input type="checkbox"/> MAT 312 Business Statistics ✓
<input type="checkbox"/> BBM 320 Business Communications ✓	<input type="checkbox"/> SPM 400 Seminar in Sport Analytics ✓

Choose ONE of the following:

<input type="checkbox"/> BBM 370 Global Business Management	<input type="checkbox"/> BBM 411 Operations and Systems Management
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Sport Management Core (30 Credits)

<input type="checkbox"/> SPM 301 Legal and Ethical Issues in Sport ✓	<input type="checkbox"/> SPM 406 Sport Facilities Management and Planning ✓
<input type="checkbox"/> SPM 302 Sociology of Sport ✓	<input type="checkbox"/> SPM 407 Sport Marketing and Promotions ✓
<input type="checkbox"/> SPM 305 Sport Management I ✓	<input type="checkbox"/> SPM 408 Financing Sport Operations ✓
<input type="checkbox"/> SPM 306 Sport Media Relations ✓	<input type="checkbox"/> SPM 490 Sport Management Internship I ✓
<input type="checkbox"/> SPM 405 Sport Management II ✓	<input type="checkbox"/> SPM 491 Sport Management Internship II ✓

Sport Management Electives (9 Credits)***

Choose THREE of the following:

<input type="checkbox"/> PSY 353 Sport Psychology	<input type="checkbox"/> SPM 303 Esport Management
<input type="checkbox"/> SPM 200 Science of Coaching	<input type="checkbox"/> SPM 304 Current Issues in Sport Management
<input type="checkbox"/> SPM 210 Sport in America	<input type="checkbox"/> SPM 309 Sport and Athletics Fundraising

Students may use their Sport Management electives to complete a related certificate. In addition, students may choose to complete a 15-credit concentration in Nonprofit Management.

Nonprofit Management Concentration (15 Credits)

<input type="checkbox"/> NFP 301 Introduction to Nonprofit Agencies	<input type="checkbox"/> NFP 304 Advocacy and Public Policy
<input type="checkbox"/> NFP 302 Management of the Nonprofit Organization	
<input type="checkbox"/> NFP 303 Foundations of Fiscal Management for Nonprofit	<input type="checkbox"/> SPM 309 Sport and Athletics Fundraising

✓ = Typical Completion Degree Course

* Required for all Sport Management majors. BBM 319 Business Ethics is a required Humanities elective.

** Students with fewer than 16 transfer credits are required to take FYE 101 First Year Experience Seminar as one of their electives. Note: Spanish fluency can be of great value in a number of sports management positions. Students should consider the following courses for their elective choices: SPA 301 Practical Spanish I and SPA 302 Practical Spanish II.

*** Choose from recommended courses listed above or choose THREE courses from the following programs: ACC, BBM, BMK, FIN, HRM, NFP, SPM

Apply a Dual-Credit Certificate® to your degree!

Earn a career-boosting certificate and get credit toward a Wilmu degree at the same time! Most Wilmu certificates can be completed entirely online in just one year.

Related Dual-Credit Certificates:

- Nonprofit Management
- Sport Analytics
- Sport Media

Already have an associate degree?

A Wilmu completion degree provides just the courses you need to earn your bachelor's degree.

Look for the ✓ to see typical completion degree courses.

Prerequisite and additional courses not listed here may be required.

Have questions? We're here to help!

Admissions Specialists

☎ 877.967.5464

@ admissions@wilmu.edu



Wilmington University's College of Business has received specialized accreditation for its business programs through the International Accreditation Council for Business Education (IACBE).

Get Started Today at
wilmu.edu/Apply



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