

# Graduate Certificate - Sports Management

The graduate certificate in Sports Management further develops your sports-related business knowledge and skills, including marketing, administration, legal issues, and the structure and functions of sports and fitness organizations. Settings for this industry include sports marketing agencies, intercollegiate athletics, professional sport franchises, recreational services, and health and fitness facilities. Courses in the certificate program allow you to study the nature and scope of the sports industry, unique aspects of sports management, and preparation for managing sport in the 21st century. This online certificate in sports management is designed for students who want to gain additional knowledge and skills without committing to a degree program.

## Certificate Objectives

Upon successful completion of this certificate, the student will be able to:

- Recognize the impact of laws, rules, and regulations on the sports industry.
- Distinguish and interpret how the sports industry is influenced by economic and financial pressures.
- Compare and contrast how marketing professionals use the media to capture the attention of the public in terms of increasing the visibility of sports in today's marketplace.

## Certificate Requirements (18 semester hours)

Code	Title	Semester Hours
SPMT502	The Sports Industry	3
SPMT608	Sports Law	3
SPMT609	Sports Marketing, Promotion, and Public Relations	3
SPMT610	Sports Finance	3
SPMT612	Sports Event Management	3
SPMT613	Sports Entrepreneurship	3
Total Semester Hours		18