



RUTGERS

School of Arts and Sciences
DEPARTMENT OF KINESIOLOGY AND HEALTH

Sport Management- Sport Marketing & Revenue

Why Sport Marketing & Revenue?

The Sport Management Major is designed to meet the growing interest in the business, administration, marketing, and management of sport programs and facilities. Graduates may choose to pursue advanced degrees in such topics as administration, marketing, MBAs, law school, and facility management. The concentration in Sport Marketing & Revenue prepares students to enter the field with the necessary knowledge in finance and business, and courses that explore the various influences on the business in sport.

What jobs and graduate programs can I join with this Major?

- Rutgers Global Sports Business Masters Program
- Sports Marketing Consultant
- Executive Director
- Sports Advertisement
- Sports Agent
- Sports Data Analyst
- Corporate Business
- MBA Programs
- Contract Negotiation Manager
- Law School
- Sports General Manager
- Sports Account Manager

What can I be doing outside from the academic requirements to prepare for a Career in Sport Marketing & Revenue?

- Join a club- Kinesiology and Health, Association of Marketing and Strategy, DECA, National Society of Leadership and Success, Phi Beta Lambda, Recreation Sports Clubs, Rutgers Undergraduate Women in Business, Rutgers Sports Business Association, Unified Sports Club
- Gain as much experience as possible through volunteering, internships- sales experience, merchandising, marketing, and advertising/promotion
- Build relationships with professors, student athletes, college sports directors, sales representatives, and internship supervisors
- Consider graduate schools like sport business, sport law, marketing, business school
- Independent Study for a semester with a Sport Management faculty member
- Participate in the Honors Research Program



RUTGERS

School of Arts and Sciences
DEPARTMENT OF KINESIOLOGY AND HEALTH

Curriculum Requirements- Sport Management Major Sport Marketing & Revenue Concentration

Department of Kinesiology and Health Sport Management Major Course Requirements Sport Marketing & Revenue Concentration

REQUIREMENT	NUMBER	COURSE NAME	CREDITS
Kinesiology and Health	01:377:140	Foundations of Kinesiology and Health	1.5
Computing	01:198:170	Computer Applications for Business	3
Law	01:955:203	Sport and the Law	1.5
	01:955:204	Risk Management in Sport	1.5
Statistics	01:955:276	Basic Statistics for Sport Management	3
Business Essentials	01:955:311	Sport Marketing	3
	33:010:272	Introduction to Financial Accounting	3
Communication	04:189:103	Information Technology and Informatics	3
	01:955:355	Professional Presentations in Sport Management	3
Writing	01:355:203 or 01:355:303	Business Writing Essentials or Writing for Business and the Professions	3
Economics	01:220:102	Introduction to Microeconomics	3
	01:220:103	Introduction to Macroeconomics	3
Psychology	01:830:101	General Psychology	3
Sociology	01:920:101	Introduction to Sociology	3
	01:955:305	Sport Sociology	3
Administration SM	01:955:406	Administration in Sport Management	3
Organization	01:955:330 or 01:955:332	Organizational Behavior in Sport Management or Leadership Development in Sport	3
Sport Marketing & Revenue Concentration	Sport Marketing & Revenue		9
	01:955:306	Finance in Sport	
	01:220:312	Economics of College and Professional Sports	
	01:955:412	Advanced Sport Marketing	
Sport Management Electives	At least 3 credits must be at the 300 or 400 level and can include mini-courses.		6
Internship	01:955:490	Internship in Sport Management	6

Total Credits = 67.5

Department of Kinesiology and Health
Loree Gymnasium
70 Lipman Drive
New Brunswick, NJ 08901
Phone: 848-932-9525

RUTGERS
School of Arts and Sciences

Visit us at: kines.rutgers.edu



Sample Course Plan of Study

Sport Management Major with Sport Marketing & Revenue Concentration

Department of Kinesiology and Health Sport Management Major-Sport Marketing & Revenue Sample Plan of Study

First Year

Fall		
355:101	Expository Writing I	3
377:140	Foundations of Kinesiology and Health	1.5
640:111	Precalculus I	2
198:170	Computer Applications for Business	3

Spring		
955:203	Sport and the Law	1.5
955:204	Risk Management in Sport	1.5
955:276	Basic Stats for Sport Management	3
830:101	General Psychology	3

Second Year

Fall		
220:102	Introduction to Microeconomics	3
189:103	Information Technology and Informatics	3
920:101	Introduction to Sociology	3

Spring		
220:103	Introduction to Macroeconomics	3
355:303	Writing for the Business & the Professions	3
010:272	Introduction to Financial Accounting	3

Third Year

Fall		
955:305	Sport Sociology	3
220:312	Economics of College and Professional Sports	3
955:355	Prof. Presentations in Sport Management	3

Spring		
955:330	Org. Behavior in Sport Management	3
955:306	Finance in Sport	3
955:___	Sport Management Elective	3

Fourth Year

Fall		
955:406	Administration in Sport Management	3
955:___	Sport Management Elective	3
955:311	Sport Marketing	3

Spring		
955:490	Internship in Sport Management	6
955:412	Advanced Sport Marketing	3

The above sample plan is for the Major only. Students must also satisfy their school requirements.



RUTGERS

School of Arts and Sciences
DEPARTMENT OF KINESIOLOGY AND HEALTH

Sport Management- Sport Marketing & Revenue

What Electives Should I Take as Part of This Concentration?

The following courses are great to take to enhance your Sport Marketing & Revenue Curriculum:

01:955:312- Facilities Planning & Design

01:955:316 Fitness Management

01:955:317- Ethics and Value in Sport

01:955:318- Organization and Administration of College Recreational Sports

01:955:331- Gender Issues in Sport

01:955:333- Event Management and Sponsorship in Sports

01:955:342- Independent Study in Sport Management

Contact Suggestions for Independent Study:

Prof. Mike Finkelstein Prof. Art Berke

Prof. Jason Henderson Prof. Jaime Hecht-Cosloy

Professional Associations to Join Related to Sport Management

- Association for Women in Sport Media
- Athletic Equipment Managers' Association
- National Intramural-Recreational Sports Association
- North American Society for Sport Management
- Sport Marketing Association
- National Association of Sports Agents and Athlete Representatives
- National Association of Collegiate Directors of Athletics