



# RUTGERS

School of Arts and Sciences  
DEPARTMENT OF KINESIOLOGY AND HEALTH

## Sport Management- Sport Administration and Events

### Why Sport Administration and Events?

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 Administration and Events prepares students to enter the field with the necessary knowledge in motivating a team, sports law, leadership, and operations.

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

- Rutgers Global Sports Business Masters Program
- Event/Facility Magement in:
  - Professional Teams and Leagues
  - Colleges and Universities
  - High School/Youth
  - Olympics
- Corporate Business
- MBA Programs
- Contract Negotiation Manager
- Law School
- Sports General Manager
- Sport Training Centers
- Sport Camps
- Sport Franchises

### What can I be doing outside from the academic requirements to prepare for a Career in Administration and Events?

- 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- working with sports event planners, event promoters
- Build relationships with professors, student athletes, college sports directors, coaches, and internship supervisors
- Consider graduate schools like sport business, sport law, marketing, business school, psychology
- Work with administrators in schools or sporting events.
- Seek leadership roles in campus organizations. Serve as a peer advisor, tutor, resident assistant, etc.



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## Curriculum Requirements- Sport Management Major Sport Administration and Events

### Department of Kinesiology and Health Sport Management Major Course Requirements Sport Administration & Events 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
Sports Administration & Events Concentration	Sports Administration & Events		9
	01:955:312	Facility Planning and Design	
	01:955:318	Organization & Administration of College Recreational Sports	
	01:955:333	Event Management and Sponsorship in Sport	
	01:377:316	Fitness Management	
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**

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## Sample Course Plan of Study Sport Management Major with Sport Administration and Events Concentration

### Department of Kinesiology and Health Sport Management Major-Sport Administration and Events 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
955:318	Organization & Administration of College Recreational Sports	1.5
377:312	Facility Planning and Design	1.5
955:355	Prof. Presentations in Sport Management	3

Spring		
955:330	Org. Behavior in Sport Management	3
955:___	Sport Management Elective	3
955:316	Fitness Management	3

#### Fourth Year

Fall		
955:406	Administration in Sport Management	3
955:333	Event Management and Sponsorship in Sport	3
955:311	Sport Marketing	3

Spring		
955:490	Internship in Sport Management	6
955:___	Sport Management Elective	3



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### What Electives Should I Take as Part of This Concentration?

The following courses are great to take to enhance your Sport Administration Curriculum:

01:955:306-Finance in Sport

01:955:317- Ethics and Value in Sport

01:955:331- Gender Issues in Sport

01:955:332- Leadership Development in Sport\*\*

01:955:342- Independent Study in Sport Management

*Contact Suggestions for Independent Study:*

Prof. Art Berke

Prof. Latisha Forster-Scott

Prof. Jason Henderson

Prof. Mike Finkelstein

01:955:412- Advanced Sport Marketing

### 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

\*\* Cannot use this course to fulfill more than one requirement