

SPORT MANAGEMENT AND LEADERSHIP MAJOR (B.S.)

Description

The Sport Management and Leadership Major at UNH prepares students for successful careers in the sport industry. The SML major meets the needs of the ever-changing sport marketplace, by balancing academic preparation through related coursework with extensive opportunities to gain experience in the sport industry. Analyzing and integrating the context/culture of sport is imbedded throughout our curriculum and grounds our students' preparation for careers in interscholastic, intercollegiate, and professional sport, including sport marketing/ event management, coaching/administration, and sports media/ communications. SML also prepares students for graduate study in areas such as sport law, sport business or sport psychology.

Majors take a core of foundation courses as well as electives in applied areas such as sport marketing, athletic administration, and sport psychology. Majors must earn a grade of B- or better in SPST 580 Sport Industry, and a grade of C or better in each required University and Sport Management and Leadership course. In addition, a targeted internship experience is required since it is critical to career development. Students in this major are expected to complete a double major in a related field (e.g. business, english/journalism, psychology, education), minor or cognate that insures breadth and depth as well as appropriate knowledge and skills for entry into a sport-related career. Interested students should consult with the undergraduate major coordinator, Gretchen Browne, Gretchen.Browne@unh.edu.

Requirements

Code	Title	Credits
Major Requirements ¹		
Core Req.		
SPST 580	Sport Industry	4
SPST 645	Leadership in Sport	4
SPST 741	Social Issues in Contemporary Sport	4
SPST 650C	Internship in Sport Studies	1-8
SPST 761	Senior Seminar in Sport Studies ²	4
Focus Areas		
Students must select one of three focus areas-12 credits- 1 required four credit course/8 advisor approved credits from within the focus area.		
Sport Marketing and Event Management		
SPST 564	Introduction to Sport Marketing	4
Select 8 credits from the following:		
SPST 630	Sport Facility and Event Management	4
SPST 634	Sport Sponsorship and Sales	4
SPST 738	Sport Finance	4
SPST 764	Advanced Sport Marketing	4
SPST 643	Social Media Marketing in Sport	4
Coaching/Athletic Administration		
SPST 565	Principles of Coaching	4
Select 8 credits from the following		
SPST 565A	Clinical Practice in Coaching	2
SPST 560	Sport Psychology	4
SPST 630	Sport Facility and Event Management	4
SPST 780	Psychological Factors in Sport	4
SPST 765	Advanced Topics in Coaching	4
SPST 521	Theory of Coaching Basketball	2
SPST 523	Theory of Coaching Ice Hockey	2

SPST 525	Theory of Coaching Soccer	2
SPST 528	Theory of Coaching Track and Field	2
SPST 740	Athletic Administration	4
Sport Media		
SPST 562	Sport Media Relations	4
Select 8 credits from the following:		
SPST 643	Social Media Marketing in Sport	4
SPST 631	Sport Media Production	4
SPST 564	Introduction to Sport Marketing	4
SPST 630	Sport Facility and Event Management	4
Electives: Select 12 credit hours min. from the following: ³		
SPST 568	Global Perspectives in Sport	4
SPST 764	Advanced Sport Marketing	4
SPST 738	Sport Finance	4
SPST 634	Sport Sponsorship and Sales	4
SPST 564	Introduction to Sport Marketing	4
SPST 565A	Clinical Practice in Coaching	2
PSYC 402	Statistics in Psychology	4
or SOC 402	Statistics	
or ADMN 510	Business Statistics	
SPST 560	Sport Psychology	4
SPST 562	Sport Media Relations	4
SPST 565	Principles of Coaching	4
SPST 740	Athletic Administration	4
SPST 521	Theory of Coaching Basketball	2
SPST 522	Theory of Coaching Football	2
SPST 523	Theory of Coaching Ice Hockey	2
SPST 525	Theory of Coaching Soccer	2
SPST 528	Theory of Coaching Track and Field	2
SPST 561	History of American Sport and Physical Culture	4
SPST 561W	History of American Sport and Physical Culture	4
SPST 630	Sport Facility and Event Management	4
SPST 631	Sport Media Production	4
SPST 643	Social Media Marketing in Sport	4
SPST 693	Teaching Assistantship	2
SPST 696	Independent Study	2-4
SPST 765	Advanced Topics in Coaching	4
SPST 780	Psychological Factors in Sport	4
SPST 761	Senior Seminar in Sport Studies ²	4
SPST 798	Special Topics	1-4

¹ All students are required to complete an advisor approved double-major, minor, or 20 credits of coursework in a related field and approved in advance by faculty adviser.

² Majors must complete a minimum of 150 hours of industry experience before they can take SPST 761 Senior Seminar in Sport Studies. Students must be enrolled as a sport management and leadership major for one full semester before taking SPST 761 Senior Seminar in Sport Studies. See adviser for details.

³ Electives can include any courses listed within any focus area or the two additional courses listed below, including an additional 4 credits of internship. Credits applying to a declared focus area cannot also count as elective credits.

Internal transfers to Sport Management and Leadership must have a 2.5 GPA as well as a minimum grade of C in Statistics (PSYC 402, SOC 402, ADMN 510) and a minimum grade of B- in SPST 580 Sport Industry.

Degree Plan

Recommended Major Sequencing of Courses

This list only includes major classes. Students should be registered for, and taking an average of 16 credits per semester to be 'on track' to

graduate in 4 years. In most semesters, this means a student will be taking Discovery or elective courses, to meet this 16 credit 'load'.

Course	Title	Credits
First Year		
Fall		
ENGL 401	First-Year Writing	4
SPST 580	Sport Industry	4
	Credits	8
Spring		
SPST 565 or SPST 562 or SPST 564	Principles of Coaching or Sport Media Relations or Introduction to Sport Marketing	4
	Credits	4
Second Year		
Fall		
PSYC 402 or SOC 402 or ADMN 510	Statistics in Psychology or Statistics or Business Statistics	4
SPST 645	Leadership in Sport	4
	Credits	8
Spring		
	Sport Mgmt & Leadership Focus Area Elective	4
	Minor/Cognate Course	4
	Sport Management and Leadership Elective	4
	Credits	12
Third Year		
Fall		
SPST 650C	Internship in Sport Studies	1-8
	Sport Management & Leadership Focus Area Elective	4
	Minor/Cognate Course	4
	Credits	9-16
Spring		
SPST 741	Social Issues in Contemporary Sport	4
	Sport Management and Leadership Elective	4
	Minor/Cognate Course	4
	Credits	12
Fourth Year		
Fall		
SPST 761	Senior Seminar in Sport Studies	4
SPST 650C	Internship in Sport Studies	1-8
	Minor Cognate Course	4
	Credits	9-16
Spring		
	Sport Management and Leadership Elective	4
	Minor Cognate Course	4
	Credits	8
	Total Credits	70-84