

SPORT MARKETING MINOR

Michael White, Department of Sport Studies

The sport marketing minor provides students the basic competencies desired in the promotion and marketing of athletics, fitness, recreation and sport. Its goal is to develop ethical, competent, thoughtful, confident and creative practitioners of sport marketing for organizations such as the YMCA, community recreation departments, sport facilities, professional sports teams, sporting goods manufacturers, fitness centers and interscholastic athletic departments. In addition to the theoretical knowledge obtained in the classroom, students have the opportunity to apply their knowledge in a practical experience through course assignments.

Students from any department are eligible to have a minor in sport marketing. Students choosing this minor should be motivated in the proper and ethical promotion and marketing of sport programs and products.

The minor in sport marketing is not available to sport management majors.

Minor Requirements

The minor requires a minimum of 16 credit hours (four courses).

Code	Title	Credits
SPST 232	Sociology of Sport & Exercise	4
SPST 335	Sport Communication	4
SPST 431	Sport Marketing	4
An adviser approved fourth course		4
Total Credits		16

Total credit hours required for sport marketing minor is 16 credits