Sports Business Concentration for Business Majors

The sports business concentration addresses the use of sports to market goods and services. The successful sports marketer must understand business principles and have a strong sense of how value is created through marketing programs tied to athletes, teams, leagues, and organizations. The concentration presents a rigorous curriculum in such areas as sponsorship, sports law, and communications while paying close attention to industry practices and trends. Students are prepared for careers in team marketing, sponsor relations, event marketing, and league operations.

Concentration: Sports Business

Code	Title	Credits
MKTG 390	Marketing Research	4
SBUS 450	Sports Marketing	4
Select two of the following:		
SBUS 455	Financing Sports Business	
SBUS 452	Sports Sponsorship	
SBUS 453	Law and Sports Business	