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LaGrange College

Course Catalog - Sports Management

B.B.A. with a Concentration in Sports Management - B.B.A. with a Concentration in Sports Management

Type:Major

Sports Management is a growing professional field that opens up possibilities for graduates to work in sports sales and marketing, in educational institutions as coaches or athletic directors, in professional sports front-office positions, or as sports agents representing athletes in diverse fields. A student who graduates with a BBA in Sports Management is well-prepared for all of those possibilities.

In addition to rich classroom experiences, students have multiple co-curricular opportunities including traveling to tournaments, presenting at sports conferences, networking with professions, and interning at multiple sites. The major has also been designed to allow students to pursue a minor. Coaching and marketing design are popular options.

All Sports Management majors must complete a 3-hour academic internship in their junior or senior year. The possibilities for are rich: from local community organizations to professional sports organizations, from independent performance/athletic centers to marketing for small businesses. The internship course is an integral part of our major, building expertise and developing networks for the career beyond college.

Students seeking to earn a BBA in Sports Management must satisfy the Gateway (pre-major) courses, and complete the Business Common Core and 18 hours of sports management concentration courses. To be accepted as a major, students must have a 2.50 cumulative GPA.

Once accepted into the BBA program, students must earn a C- or higher in business common core and concentration courses. A student who earns less than a C- in those courses will need to repeat the course in a subsequent semester.

The total program is 120 hours, distributed as follows:

Ethos courses	44 hours
Gateway courses (pre-major)	9 hours
Common Business Core	27 hours
Concentration Courses	18 hours
General Electives	22 hours
Total	120 hours

Business Common Core

The required courses in the Common Business Core include the following. Students must complete the Gateway courses - Foundations in Business, Principles of Financial Accounting, and Principles of Economics - before enrolling in the Business Common Core courses.

[ACCT 2212](#)

[FNCE 3353](#)

[MGMT 3312](#)

[MGMT 3370](#)

[MGMT 3385](#)

[MGMT 3393](#)

[MGMT 4451](#)

[MRKT 3380](#)

[MATH 1114](#)

Sports Management Concentration Classes

Students choosing the Sports Management concentration must complete the following courses. Students normally begin the "SPMG" designated courses in the fall of their junior year.

- [SPMG 3000](#) Introduction to Sports Management
- [SPMG 3100](#) Sports Marketing
- [SPMG 4000](#) Sports Law
- [SPMG 4100](#) Sports Sales and Fundraising
- [SPMG 4200](#) Facilities and Event Management
- [SPMG 4460](#) Internship in Sports Management

Recommended Progression

Students who are interested in the B.B.A. with a Concentration in Sports Management can review a [four-year course plan](#).

Sports Management - Minor in Sports Management

Type: Minor

Any student not pursuing the BBA degree is eligible to complete the minor in Sports Management. Students will gain a broad understanding of the discipline by studying sports business fundamentals, sports marketing, sports law, and event planning: competencies that the sports industry is actively seeking.

A minor in Sports Management consists of the following 15 semester hours of coursework:

- [MGMT 2200](#)
 - [SPMG 3000](#)
 - [SPMG 3100](#)
 - [SPMG 4000](#)
 - [SPMG 4200](#)
-

SPMG 3000 - Introduction to Sports Management

This course will examine historical and philosophical aspects of sports management while giving an overview of current issues and career opportunities in sports management. The course will provide introductory exposure to: the historical evolution of sports, the role of media in sports, and legal and ethical issues in sports management. Students will formulate personal and career goals.

Grade Basis: AL

Credit hours: 3.0

Lecture hours: 3.0

Prerequisites:

- [ACCT 2211](#) - Principles of Financial Accounting
- [ECON 2200](#) - Principles of Economics
- [MGMT 2200](#) - Foundations in Business

Restrictions:

- Offered in spring semester
-

SPMG 3100 - Sports Marketing

This course examines the world of sports as a business and will focus on attracting the ultimate customer—sports fans—in an increasingly competitive, fragmented and global service. The course will discuss the management of sports at professional, collegiate and special event levels focusing on the role marketing plays in planning and decision making in attracting fans and the other major customer—sponsors. Other topical areas will include: sports branding; athlete management; globalization; event sponsorship and

marketing; media involvement; fantasy sports; sports vendors; sports innovations and the value and ROI of investing in sports. Students will study current opportunities and threats facing sports and entertainment properties and trends that may impact the future of sports and its various audiences. Guest experts will lecture in various classes giving students a firsthand opportunity to ask questions of sports marketing and management leaders.

Grade Basis: AL

Credit hours: 3.0

Lecture hours: 3.0

Prerequisites:

- [ACCT 2211](#) - Principles of Financial Accounting
- [ECON 2200](#) - Principles of Economics
- [MGMT 2200](#) - Foundations in Business
- [MRKT 3380](#) - Principles of Marketing

Restrictions:

- Offered in Spring terms
-

SPMG 4000 - Sports Law

This course will examine selected legal, financial, and policy issues and disputes that arise in the business of sports. The course will also include (to the maximum degree possible) discussions about new landmark judicial decisions, as well as, significant NCAA infractions cases and Olympic sports arbitration awards. Students are also provided an opportunity to debate complex issues related to the application of antitrust, labor, and intellectual property law to sports.

Grade Basis: AL

Credit hours: 3.0

Lecture hours: 3.0

Prerequisites:

- [SPMG 3000](#) - Introduction to Sports Management

Restrictions:

- Offered in fall semester
-

SPMG 4100 - Sports Sales and Fundraising

This course provides a comprehensive overview for the fundraising, donor relations, non-profit, premium seating, and ticket sales profession. Students are provided with an ethical foundation and are introduced to basic terminology and concepts in the field.

Topics will include major gift fundraising, annual funds, booster club organizations, priority seating programs, and benefits, the importance of donor research in the fund raising process, and the process from development to the transaction. Students will gain real experience in developing new skills for the job market.

Grade Basis: AL

Credit hours: 3.0

Lecture hours: 3.0

Prerequisites:

- [SPMG 3000](#) - Introduction to Sports Management

Restrictions:

- Offered in spring semester
-

SPMG 4200 - Facilities and Events Management

This course will provide students with the skills necessary to effectively manage sport and fitness facilities and events. This course will examine all of the facets of public assembly facility management as they relate to sports arenas, ballparks, stadiums and other venues. Among the topics to be presented and explored will be: event booking, finance, marketing, operations, scheduling, staffing and ticketing.

Grade Basis: L

Credit hours: 3.0

Lecture hours: 3.0

Prerequisites:

- [SPMG 3000](#) - Introduction to Sports Management

Restrictions:

- Offered in spring semester
-

SPMG 4460 - Internship in Sports Management

All Sports Management majors are required to complete an internship during the fall, spring, or summer session. The course presents a valuable learning opportunity for a student to work in a professional environment and expand his or her understanding of the practical applications of the business of sports. After the internship application is approved by the Career Center and the grading faculty instructor, the student will develop a learning contract to specify the site supervisor's expectations, what the student anticipates learning, and how that learning will be assessed. It is possible for a student to repeat an internship (at the same or a different site) upon the approval of the grading faculty instructor.

Grade Basis: L

Credit hours: 3.0

Lecture hours: 3.0

Restrictions:

- Offered in fall, spring, and summer terms
- must have junior status and be in good academic standing

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