SPORTS BUSINESS, BS IN BUSINESS ADMINISTRATION

Introduction

Please click here (http://catalog.ucdenver.edu/cu-denver/undergraduate/schools-colleges-departments/business-school/) to see Business School information.

The Sports Business major offers students the opportunity to prepare for a competitive career in the sports industry. This program was developed with industry partners who are in need of qualified leaders in the field. Sports firms are currently hiring at the entry level and promoting from within. The Sports Business major will provide you with the knowledge and skills you need to begin your career in the exciting field of sports.

The program includes faculty who are active researchers in the field, prominent guest speakers, and the opportunity to participate in exciting internships with local leaders in the industry. Some companies where students have interned include Broncos Football Club, Kroenke Sports and Entertainment, United States Olympic Committee, and Anschutz Entertainment group.

Students completing the Sports Business major are also eligible to participate in the London Calling study abroad program. This unique opportunity provides students with a firsthand look at the global sports management field through behind-the-scenes visits to key sports and entertainment organizations and venues in London. The two-week elective includes visits to the UK's top sports facilities, including Arsenal FC, O2 Arena, Wimbledon, 2012 Olympic Committee, and more.

Students enrolled in the program will learn about diverse, cross-functional areas of the sports industry, including:

- Sports industry trends & growth opportunities
- Sports media trends & new media
- Stadium financing & development
- Naming rights & sponsorships
- Sports specific marketing plans
- Sports pricing & fan loyalty
- Negotiating contracts with athletes
- Team valuations
- Labor law and collective bargaining agreements
- Pro team and college athletics management
- Money flow in teams - managing revenue streams
- Outdoor sports industry - marketing & management
- Community relations and event planning
- Olympics bid process and finances

Program Delivery

- This is an on-campus program.

Declaring This Major

- Click here (http://catalog.ucdenver.edu/cu-denver/undergraduate/records-registration/registration/declare-change-major-minor/) to go to information about declaring a major.

General Requirements

To earn a degree, students must satisfy all requirements in each of the areas below, in addition to their individual major requirements.

- CU Denver General Graduation Requirements (http://catalog.ucdenver.edu/cu-denver/undergraduate/graduation/general-graduation-requirements/)
- CU Denver Core Curriculum (http://catalog.ucdenver.edu/cu-denver/undergraduate/graduation-undergraduate-core-requirements/)
- Click here (http://catalog.ucdenver.edu/cu-denver/undergraduate/academic-policies-procedures/) for information about Academic Policies

Program Requirements

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
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</thead>
<tbody>
<tr>
<td>MKTG 4250</td>
<td>Sports Marketing</td>
<td>3</td>
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<tr>
<td>MKTG/ MGMT 4000 level course</td>
<td>3</td>
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**Business Practices**

Select two of the following:

- MKTG 4251 Music and Media Marketing
- MKTG 4252 The Business of Sports
- MKTG 4620 Customer Service Strategies
- MKTG 4730 New Product Development for Consumer and Sports Products

**Research Skills**

- MKTG 3100 Marketing Research
- or MKTG 3200 Consumer Behavior

**Sales & Communication Skills**

Select one of the following:

- MGMT 4330 Mastering Management
- MKTG 3300 Social Media in Business
- MKTG 4000 Advertising
- MKTG 4700 Personal Selling and Sales Management

**Application**

Select one of the following:

- MGMT 4900 Project Management and Practice
- MKTG 4050 Applied Marketing Management
- MKTG 4834 Global Sports & Entertainment Management
- MKTG 3939 Internship

Total Hours

21