

Sport Management (BS)

The Sport Management degree provides students with high quality educational experiences to enable their success as managers in sport and sport related industries and organizations. NC State's Sport Management program will provide students with a multidisciplinary perspective that includes sound management principles combined with a global understanding of sport and the impact of sport in social, economic, political and technological environments. Sport can be viewed as both an industry and an academic discipline. This program will educate students in the theoretical principles of sport management as well as the application of those principles. The interdisciplinary curriculum, including courses in recreation and accounting, will enable students to develop leadership, communication, evaluation and problem-solving skills in a "real world" environment.

The curriculum provides 38 hours of professional course work that includes recreation philosophy, management techniques and skills, sport finance and economics, sport law, programming, administration, and analysis and evaluation. Students can use the 30 hours of free electives in this program to pursue a minor or design a special track that will meet their career goals. Academic studies on campus are supplemented by a 10-week internship with an approved sport agency.

Contact

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Plan Requirements

First Year		Hours
PRT 150	Recreation, Sport, Tourism, and Event Management Orientation	1
PRT 266	Introduction to Sport Management ¹	3
Acad Writing Research (p. 2) ¹		4
Mathematics Elective (p. 2)		3
PRT 238	Principles of Community Engagement	3
Hours		14
Second Year		
Select one of the following:		3
ARE 201	Introduction to Agricultural & Resource Economics	
ARE 201A	Introduction to Agricultural & Resource Economics	
EC 201	Principles of Microeconomics	
EC 205	Fundamentals of Economics	
COM 110	Public Speaking	3
PRT 286	Writing and Speaking in Sports Organizations	3
PRT 277	Sport in a Changing Society	3
Hours		12
Third Year		
PRT 366	Sport Programming	3
Select one of the following:		3
BUS 350	Economics and Business Statistics	

ST 311	Introduction to Statistics	
ST 350	Economics and Business Statistics	
PRT 375	Professional Development and Internship Orientation	2
PRT 380	Evidence-based decision making in Recreation, Sport, Tourism, and Event Management ¹	3
PRT 376	Leadership in Sport Administration ¹	3
ACC 210 or ACC 280	Concepts of Financial Reporting or Survey of Financial and Managerial Accounting	3
Hours		17
Summer		
PRT 475	Recreation and Park Internship	8
Hours		8
Fourth Year		
PRT 406	Sports Law	3
PRT 476	Sport Marketing	3
PRT 466	Sport Finance and Economics	3
PRT 478	Sustainable Sport Facility Management	3
Hours		12
Total Hours		63

¹ A grade of C- or better is required.

Code	Title	Hours
GEP Courses		
GEP Humanities (http://catalog.ncsu.edu/undergraduate/gep-category-requirements/gep-humanities/)		6
GEP Social Sciences (http://catalog.ncsu.edu/undergraduate/gep-category-requirements/gep-social-sciences/)		3
GEP Natural Sciences (http://catalog.ncsu.edu/undergraduate/gep-category-requirements/gep-natural-sciences/)		7
GEP Health and Exercise Studies (http://catalog.ncsu.edu/undergraduate/gep-category-requirements/gep-health-exercise-studies/)		2
GEP Elective (http://catalog.ncsu.edu/undergraduate/gep-category-requirements/)		3
GEP Interdisciplinary Perspectives (http://catalog.ncsu.edu/undergraduate/gep-category-requirements/gep-interdisciplinary-perspectives/)		5
GEP Global Knowledge (http://catalog.ncsu.edu/undergraduate/gep-category-requirements/gep-global-knowledge/) (verify requirement)		
GEP Foundations of American Democracy (http://catalog.ncsu.edu/undergraduate/gep-category-requirements/gep-fad/) (verify requirement)		
World Language Proficiency (http://catalog.ncsu.edu/undergraduate/gep-category-requirements/world-language-proficiency/) (verify requirement)		
Free Electives		
Free Electives (12 Hr S/U Lmt) ¹		31
Total Hours		57

¹ Students should consult their academic advisors to determine which courses fill this requirement.

Acad Writing Research

Code	Title	Hours
Acad Writing Research		
ENG 101	Academic Writing and Research	4
FLE 101	Academic Writing and Research	4
Transfer Sequence		
ENG 1GEP		3
ENG 202	Disciplinary Perspectives in Writing	3

Mathematics Electives

Code	Title	Hours
MA 105	Mathematics of Finance	3
MA 107	Precalculus I	3
MA 111	Precalculus Algebra and Trigonometry	3
MA 114	Introduction to Finite Mathematics with Applications	3
MA 121	Elements of Calculus	3

Semester Sequence

This is a sample.

Critical Path Courses -Identify using the code (CP) which courses are considered critical path courses which represent specific major requirements that are predictive of student success in a given program/plan. Place the (CP) next to the credit hours for the course.

First Year

Fall Semester		Hours
PRT 150	Recreation, Sport, Tourism, and Event Management Orientation	1
PRT 266	Introduction to Sport Management ¹	3
ENG 101	Academic Writing and Research ¹	4
Mathematics Elective		3
GEP Requirement (http://catalog.ncsu.edu/undergraduate/gep-category-requirements/)		4
Hours		15
Spring Semester		
GEP Requirement (http://catalog.ncsu.edu/undergraduate/gep-category-requirements/)		3
PRT 238	Principles of Community Engagement	3
GEP Requirement (http://catalog.ncsu.edu/undergraduate/gep-category-requirements/)		3
GEP Requirement (http://catalog.ncsu.edu/undergraduate/gep-category-requirements/)		3
GEP Health and Exercise Studies (http://catalog.ncsu.edu/undergraduate/gep-category-requirements/gep-health-exercise-studies/)		1
Free Elective ²		3
Hours		16

Second Year

Fall Semester

Select one of the following:		3
EC 205	Fundamentals of Economics	
EC 201	Principles of Microeconomics	
ARE 201	Introduction to Agricultural & Resource Economics	
GEP Requirement (http://catalog.ncsu.edu/undergraduate/gep-category-requirements/)		3
GEP Requirement (http://catalog.ncsu.edu/undergraduate/gep-category-requirements/)		3
COM 110	Public Speaking	3
PRT 286	Writing and Speaking in Sports Organizations	3
Hours		15

Spring Semester

GEP Interdisciplinary Perspectives (http://catalog.ncsu.edu/undergraduate/gep-category-requirements/gep-interdisciplinary-perspectives/)		2-3
Free Elective ²		6
PRT 277	Sport in a Changing Society	3
GEP Requirement (http://catalog.ncsu.edu/undergraduate/gep-category-requirements/)		3
Hours		14

Third Year

Fall Semester

PRT 366	Sport Programming	3
ST 311	Introduction to Statistics	3
PRT 375	Professional Development and Internship Orientation	2
Free Elective ²		6
GEP Health and Exercise Studies (http://catalog.ncsu.edu/undergraduate/gep-category-requirements/gep-health-exercise-studies/)		1
Hours		15

Spring Semester

PRT 380	Evidence-based decision making in Recreation, Sport, Tourism, and Event Management (CP) ¹	3
PRT 376	Leadership in Sport Administration (CP) ¹	3
Free Elective ²		6
ACC 210 or ACC 280	Concepts of Financial Reporting or Survey of Financial and Managerial Accounting	3
Hours		15

Summer

10 Weeks Session

PRT 475	Recreation and Park Internship	8
Hours		8

Fourth Year

Fall Semester

PRT 406	Sports Law	3
PRT 476	Sport Marketing	3

Free Elective ²		4
Hours		10
Spring Semester		
PRT 466	Sport Finance and Economics	3
Free Elective ²		6
PRT 478	Sustainable Sport Facility Management	3
Hours		12
Total Hours		120

¹ A grade of C- or better is required.

² A maximum of 12 credit hours of free electives can be taken credit only.

Career Opportunities

Career Titles

- Community Athletic Director – General oversight, administration and promotion of the athletic program. Prepare budgets, schedules and trainings. Provide leadership to students and the outside community. Recent employers include the YMCA.
- Sport Program Director – Responsible for team leadership, development and vision. Develop organize and implement high-quality classes, events and programs. Recent employers include Raleigh Parks, Recreation and Cultural Resources.
- Assistant Community Relations Director – Responsible for community initiatives, player outreach and youth football programming. Recent employers include the Atlanta Falcons.
- Assistant Operations Manager – Oversee the production and provision of services to look for efficiency and places for improvement. Recent employers include NASCAR.
- Youth and Senior Activity Coordinator – Create and implement activities for youth or seniors. Manage large group events, including coordinating all the details and recruiting participants. Recent employers include the U.S. Tennis Association.
- Community Event Planner – Coordinates all aspects of professional meetings and events, from locations to transportation and logistics. Recent employers include the Jimmy V Foundation.
- Facilities Manager – Oversee strategic planning and maintain daily operations for all buildings and premises. Recent employers include the New England Patriots.
- Sports Information Assistant – Provide statistics, team and player notes and other information to news media and the general public. Recent employers include the Harlem Globetrotters.
- Media Relations Assistant – Moderate information and communication between your organization and media outlets. Recent employers include Reebok.

Other career options:

- Athletes Business Manager
- Athletic Coach
- Athletic Director
- Athletic Trainer
- Camp Director
- Exercise Physiologist
- Fitness Trainer
- Professional Sports Scout

- Recreation and Fitness Studies Professor
- Sports Agent
- Sports Events Planner
- Talent Agent

Learn More About Careers

NCcareers.org (<https://nccareers.org/>)

Explore North Carolina's central online resource for students, parents, educators, job seekers and career counselors looking for high quality job and career information.

Occupational Outlook Handbook (<https://www.bls.gov/ooh/>)

Browse the Occupational Outlook Handbook published by the Bureau of Labor Statistics to view state and area employment and wage statistics. You can also identify and compare similar occupations based on your interests.

Career One Stop Videos (<https://www.careeronestop.org/>)

View videos that provide career details and information on wages, employment trends, skills needed, and more for any occupation. Sponsored by the U.S. Department of Labor.

Focus 2 Career Assessment (<https://careers.dasa.ncsu.edu/explore-careers/career-assessments/>) (NC State student email address required)

This career, major and education planning system is available to current NC State students to learn about how your values, interests, competencies, and personality fit into the NC State majors and your future career. An NC State email address is required to create an account. Make an appointment with your career counselor (<https://careers.dasa.ncsu.edu/about/hours-appointments/>) to discuss the results.

Focus 2 Apply Assessment (<https://www.focus2career.com/Portal/Register.cfm?SID=1929>) (Available to prospective students)

A career assessment tool designed to support prospective students in exploring and choosing the right major and career path based on your unique personality, interests, skills and values. Get started with Focus 2 Apply and see how it can guide your journey at NC State.

North American Society for Sport Management (<https://nassm.org/>)