

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/schools-colleges-departments/business-school/#policiestext>) 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/>)
- CU Denver Core Curriculum (<http://catalog.ucdenver.edu/cu-denver/undergraduate/graduation-undergraduate-core-requirements/>)
- Business School Graduation Requirements (<http://catalog.ucdenver.edu/cu-denver/undergraduate/schools-colleges-departments/business-school/#graduationrequirements>)
- Click here (<http://catalog.ucdenver.edu/cu-denver/undergraduate/academic-policies-procedures/>) for information about Academic Policies

Program Requirements

Code	Title	Hours
Required Courses		
MKTG 4250	Sports Marketing	3
MKTG/MGMT 4000 level course		3
Business Practices		
Select two of the following:		6
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	3
	or MKTG 3200 Consumer Behavior	
Sales & Communication Skills		
Select one of the following:		3
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:		3
MGMT 4900	Project Management and Practice	
MKTG 4050	Applied Marketing Management	
MKTG 4834	London Calling: Global Sports & Entertainment Management	
MKTG 3939	Internship	
Total Hours		21