Employment opportunities in the field of sport business are numerous. Graduates of sport business programs are finding employment in a wide range of areas including sporting good sales, athletic administration, parks and recreation administration, sports facilities administration, sport agencies, sport broadcasting and public relations.

What is Sport Business?
As the title implies, Sport Business is the application of business concepts and principles to the sport industry. Whether it is management and leadership, economics and finance, or marketing and sales, there is a unique application for all of these in the sport industry. Sport Business professionals are needed across a broad spectrum of organizations—from professional leagues and franchises to youth sport organizations, from concession sales to ticket and merchandise sales, and from large, national governing bodies to local sport commissions.

Your Degree
The Bachelor of Science in Business Administration with a major in Management and a concentration in Sport Business is designed to prepare you for a career within the highly competitive sport industry.

Experiential Learning
In addition to the classroom, you will have an opportunity to develop “real-world” skills through our many experiential learning opportunities, These include working directly with the UTM Department of Intercollegiate Athletics, an amateur golf tour’s national championship, NCAA events and the Super Bowl.
Choosing Courses
The sport business concentration is a great choice for students who want to combine a business degree with a major emphasizing sports. Students may choose to take elective courses in business to further explore areas of interest for their careers.

Core course requirements:
MGT 320 Data Analysis for Managerial Decision Making
MGT 350 Human Resource Management
MGT 461 International Management

Courses required for concentration:
SPMG 290 Intro to Sport Business and Administration
SPMG 310 Contemporary Issues in Sport Business
SPMG 311 Sport Ethics
SPMG 413 Facilities Planning
SPMG 480 Internship in Sport Business
MKTG 372 Sports Marketing I
MKTG 373 Sports Marketing II

Minor in Sport Business
A minor is also available and consists of the following courses:
MKTG 301 Principles of Marketing
MKTG 450 Business to Business Marketing
MGT 304 Introduction to Entrepreneurship
SPMG 300 Advanced Sport Business and Administration
SPMG 413 Event and Facility Planning
three additional upper-division Sport Business hours (excluding SPMG 290).

Supplying students with knowledge to meet the demands of the future!
731-881-7238
mmins@utm.edu

The University of Tennessee at Martin
Department of Management, Marketing, and Information Systems
113 Business Administration Building
Martin, TN 38238

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The University of Tennessee at Martin
B.S.B.A. in Management, Sport Business concentration
utm.edu/departments/mmci/
Career Choices...
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Stadium Operations
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Merchandising Managers
Program Directors
Security Staff
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Media Relations Staff
Volunteer Coordinators
Public Relations Staff