SPORT ADMINISTRATION - B.S.

College of Education Health and Human Services
School of Foundations, Leadership and Administration
300 White Hall
Kent Campus
330-672-2012
www.kent.edu/ehhs/fla

Description
The Bachelor of Science degree in Sport Administration prepares students for careers in the sport industry through a balanced academic program and numerous practical experiences. Students complete a core group of courses developed to exceed accreditation guidelines, and all students are required to complete one of the following minors:

- Business
- Data Analytics
- Finance
- International Business for Non-Business Majors
- Management for Non-Business Majors
- Marketing

The curricular balance of sport, business and sociological courses along with three required practical experiences make the program of study one that is cutting edge compared to other programs within the state of Ohio and across the country.

Fully Offered At:
- Kent Campus

Admission Requirements
The university affirmatively strives to provide educational opportunities and access to students with varied backgrounds, those with special talents and adult students who graduated from high school three or more years ago.

Freshman Students on the Kent Campus: The freshman admission policy on the Kent Campus is selective. Admission decisions are based upon the following: cumulative grade point average, ACT and/or SAT scores, strength of high school college preparatory curriculum and grade trends. The Admissions Office at the Kent Campus may defer the admission of students who do not meet admissions criteria but who demonstrate areas of promise for successful college study. Deferred applicants may begin their college coursework at one of seven regional campuses of Kent State University. For more information on admissions, including additional requirements for some academic programs, visit the admissions website.

Freshman Students on the Regional Campuses: Kent State campuses at Ashtabula, East Liverpool, Geauga, Salem, Stark, Trumbull and Tuscarawas, as well as the Regional Academic Center in Twinsburg, have open enrollment admission for students who hold a high school diploma, GED or equivalent.

English Language Proficiency Requirements for International Students: All international students must provide proof of English language proficiency (unless they meet specific exceptions) by earning a minimum 525 TOEFL score (71 on the Internet-based version), minimum 75 MELAB score, minimum 6.0 IELTS score or minimum 48 PTE score, or by completing the ESL level 112 Intensive Program. For more information on international admission, visit the Office of Global Education’s admission website.

Transfer, Transitioning and Former Students: For more information about admission criteria for transfer, transitioning and former students, please visit the admissions website.

Current Kent State and Transfer Students: Active Kent State students who wish to change their major must have attempted a minimum 12 credit hours at Kent State and earned a minimum 2.000 overall Kent State GPA to be admitted. Students who have not attempted 12 credit hours at Kent State will be evaluated for admission based on their high school GPA for new students or transfer GPA for transfer students. Transfer students who have not attempted 12 credit hours of college-level coursework at Kent State and/or other institutions will be evaluated based on both their high school GPA and college GPA.

Program Learning Outcomes
Graduates of this program will be able to:

1. Demonstrate comprehensive knowledge in the areas of promotion and marketing as related to sport.
2. Effectively and safely implement sporting events and fundraising events.
3. Demonstrate an understanding of the policies and organizations that govern sport.
4. Demonstrate knowledge of basic legal concepts and theory as it applies to sport.
5. Demonstrate financial knowledge of accounting, economics and finance as it applies to sport.
6. Demonstrate an understanding of ethics in sport management.
7. Demonstrate an understanding of management and organizational skills in sport.
8. Demonstrate an understanding of behavioral dimensions in sport.

University Requirements
All students in a bachelor’s degree program at Kent State University must complete the following university requirements for graduation.

NOTE: University requirements may be fulfilled in this program by specific course requirements. Please see Program Requirements for details.

<table>
<thead>
<tr>
<th>Requirement</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>Destination Kent State: First Year Experience</td>
<td>1</td>
</tr>
<tr>
<td>Course is not required for students with 25 transfer credits, excluding College Credit Plus, or age 21+ at time of admission.</td>
<td></td>
</tr>
<tr>
<td>Diversity Domestic/Global (DIV/DIVG)</td>
<td>2 courses</td>
</tr>
<tr>
<td>Students must successfully complete one domestic and one global course, of which one must be from the Kent Core.</td>
<td></td>
</tr>
<tr>
<td>Experiential Learning Requirement (ELR)</td>
<td>varies</td>
</tr>
<tr>
<td>Students must successfully complete one course or approved experience.</td>
<td></td>
</tr>
<tr>
<td>Kent Core (see table below)</td>
<td>36-37</td>
</tr>
<tr>
<td>Writing-Intensive Course (WIC)</td>
<td>1 course</td>
</tr>
<tr>
<td>Students must earn a minimum C grade in the course.</td>
<td></td>
</tr>
</tbody>
</table>

Sport Administration - B.S.
**Upper-Division Requirement**  39 (or 42)

Students must successfully complete 39 upper-division (numbered 30000 to 49999) credit hours to graduate. Students in a B.A. and/or B.S. degree in the College of Arts and Sciences must complete 42 upper-division credit hours.

**Total Credit Hour Requirement**  120

Some bachelor’s degrees require students to complete more than 120 credit hours.

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### Kent Core Requirements

**Kent Core Composition (KCMP)**  6

**Kent Core Mathematics and Critical Reasoning (KMCR)**  3

**Kent Core Humanities or Fine Arts (KHUM/KFA) (minimum one course each)**

- Kent Core Social Sciences (KSS) (must be from two disciplines)  6
- Kent Core Basic Sciences (KBS/KLAB) (must include one laboratory)  6-7
- Kent Core Additional (KADL)  6

**Total Credit Hours:**  36-37

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### Program Requirements

**Major Requirements**

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>BMRT 21004</td>
<td>BUSINESS ANALYTICS I</td>
<td>3</td>
</tr>
<tr>
<td>or MATH 10041</td>
<td>INTRODUCTORY STATISTICS (KMCR)</td>
<td>3</td>
</tr>
<tr>
<td>or MGMT 24056</td>
<td>BUSINESS ANALYTICS I</td>
<td>3</td>
</tr>
<tr>
<td>SPAD 15000</td>
<td>INTRODUCTION TO SPORT ADMINISTRATION</td>
<td>3</td>
</tr>
<tr>
<td>SPAD 25000</td>
<td>SPORT IN SOCIETY (DIVD)</td>
<td>3</td>
</tr>
<tr>
<td>SPAD 25092</td>
<td>PRACTICUM I IN SPORT ADMINISTRATION (ELR) 1</td>
<td>1</td>
</tr>
<tr>
<td>SPAD 35021</td>
<td>GOVERNANCE IN SPORT</td>
<td>3</td>
</tr>
<tr>
<td>SPAD 35025</td>
<td>FACILITY MANAGEMENT</td>
<td>3</td>
</tr>
<tr>
<td>SPAD 35065</td>
<td>HISTORY AND PHILOSOPHY OF SPORT AND PHYSICAL ACTIVITY (WIC) 2</td>
<td>3</td>
</tr>
<tr>
<td>or SPAD 45029</td>
<td>HISTORY AND CURRENT ISSUES IN COLLEGIATE ATHLETICS</td>
<td>3</td>
</tr>
<tr>
<td>SPAD 35092</td>
<td>PRACTICUM II IN SPORT ADMINISTRATION (ELR) 1</td>
<td>1</td>
</tr>
<tr>
<td>SPAD 45021</td>
<td>ORGANIZATION AND ADMINISTRATION OF ATHLETICS</td>
<td>3</td>
</tr>
<tr>
<td>SPAD 45022</td>
<td>EVENT PLANNING AND PRODUCTION</td>
<td>3</td>
</tr>
<tr>
<td>SPAD 45023</td>
<td>SPORT MARKETING</td>
<td>3</td>
</tr>
<tr>
<td>SPAD 45024</td>
<td>SPORT IN GLOBAL PERSPECTIVE</td>
<td>3</td>
</tr>
<tr>
<td>SPAD 45026</td>
<td>SPORT AND THE MEDIA</td>
<td>3</td>
</tr>
<tr>
<td>SPAD 45027</td>
<td>PUBLIC RELATIONS AND PROMOTION IN SPORT</td>
<td>3</td>
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<tr>
<td>SPAD 45030</td>
<td>SPORT ENTERPRISE (WIC) 2</td>
<td>3</td>
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<tr>
<td>SPAD 45032</td>
<td>SALES MANAGEMENT IN SPORT AND ENTERTAINMENT</td>
<td>3</td>
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<tr>
<td>SPAD 45091</td>
<td>SEMINAR FOR INTERNSHIP PREPARATION</td>
<td>1</td>
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<tr>
<td>SPAD 45092</td>
<td>INTERNSHIP IN SPORT ADMINISTRATION (ELR) 1</td>
<td>12</td>
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<tr>
<td>SPAD 46080</td>
<td>LEGAL ISSUES IN SPORT AND RECREATION</td>
<td>3</td>
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</table>

**Additional Requirements (courses do not count in major GPA)**

- ACCT 23020 | INTRODUCTION TO FINANCIAL ACCOUNTING             | 3            |
- ARCH 10001 | UNDERSTANDING ARCHITECTURE (KFA)                 | 3            |

**Minimum Major GPA**  2.500

**Minimum Overall GPA**  2.500

- Successful completion of one of the following minors is required for graduation: Business, Data Analytics, Finance, International Business for Non-Business Majors, Management for Non-Business Majors and Marketing. A minimum 6 credit hours in the minor must be outside of the course requirements for any major or other minor the student is pursuing. Students should consult their advisor when choosing electives to fulfill minor requirements.
Roadmap
This roadmap is a recommended semester-by-semester plan of study for this major. However, courses designated as critical (!) must be completed in the semester listed to ensure a timely graduation.

<table>
<thead>
<tr>
<th>Semester One</th>
<th>Credits</th>
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<tbody>
<tr>
<td>MATH 11009 MODELING ALGEBRA (KMCR)</td>
<td>4</td>
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<tr>
<td>SPAD 15000 INTRODUCTION TO SPORT ADMINISTRATION</td>
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</tr>
<tr>
<td>UC 10097 DESTINATION KENT STATE: FIRST YEAR EXPERIENCE</td>
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<tr>
<td>Kent Core Requirement</td>
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</tr>
<tr>
<td>Kent Core Requirement</td>
<td>3</td>
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<tr>
<td>General Elective</td>
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<td>Credit Hours</td>
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<thead>
<tr>
<th>Semester Two</th>
<th>Credits</th>
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<tbody>
<tr>
<td>ARCH 10001 UNDERSTANDING ARCHITECTURE (KFA)</td>
<td>3</td>
</tr>
<tr>
<td>COMM 15000 INTRODUCTION TO HUMAN COMMUNICATION (KADL)</td>
<td>3</td>
</tr>
<tr>
<td>PSYC 11762 or SOC 12050 GENERAL PSYCHOLOGY (DIVD) (KSS) or INTRODUCTION TO SOCIOLOGY (DIVD)</td>
<td>3</td>
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<tr>
<td>Kent Core Requirement</td>
<td>3</td>
</tr>
<tr>
<td>General Elective</td>
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<thead>
<tr>
<th>Semester Three</th>
<th>Credits</th>
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<tbody>
<tr>
<td>! ECON 22060 PRINCIPLES OF MICROECONOMICS (KSS)</td>
<td>3</td>
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<tr>
<td>PHIL 21001 INTRODUCTION TO ETHICS (DIVG) (KHUM)</td>
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<tr>
<td>SPAD 25000 SPORT IN SOCIETY (DIVD)</td>
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<tr>
<td>! SPAD 25092 PRACTICUM I IN SPORT ADMINISTRATION (ELR)</td>
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<tr>
<td>Kent Core Requirement</td>
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<tr>
<td>General Elective</td>
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<td>Credit Hours</td>
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<table>
<thead>
<tr>
<th>Semester Four</th>
<th>Credits</th>
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<tr>
<td>ACCT 23020 INTRODUCTION TO FINANCIAL ACCOUNTING</td>
<td>3</td>
</tr>
<tr>
<td>ECON 22061 PRINCIPLES OF MACROECONOMICS (KSS)</td>
<td>3</td>
</tr>
<tr>
<td>! MKTG 25010 PRINCIPLES OF MARKETING</td>
<td>3</td>
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<tr>
<td>SPAD 35065 or SPAD 45029 HISTORY AND PHILOSOPHY OF SPORT AND PHYSICAL ACTIVITY (WIC) or HISTORY AND CURRENT ISSUES IN COLLEGIATE ATHLETICS</td>
<td>3</td>
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<tr>
<td>Kent Core Requirement</td>
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<thead>
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<th>Semester Five</th>
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<td>! BMRT 21004 or MATH 10041 or MGMT 24056 BUSINESS ANALYTICS I or INTRODUCTORY STATISTICS (KMCR) or BUSINESS ANALYTICS I</td>
<td>3</td>
</tr>
<tr>
<td>! SPAD 35021 GOVERNANCE IN SPORT</td>
<td>3</td>
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<tr>
<td>SPAD 35025 FACILITY MANAGEMENT</td>
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<tr>
<td>SPAD 45026 SPORT AND THE MEDIA</td>
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<td>General Elective</td>
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<td>Credit Hours</td>
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<table>
<thead>
<tr>
<th>Semester Six</th>
<th>Credits</th>
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<tr>
<td>! SPAD 35092 PRACTICUM II IN SPORT ADMINISTRATION (ELR)</td>
<td>1</td>
</tr>
<tr>
<td>SPAD 45021 ORGANIZATION AND ADMINISTRATION OF ATHLETICS</td>
<td>3</td>
</tr>
<tr>
<td>SPAD 45023 SPORT MARKETING</td>
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</tr>
<tr>
<td>Credit Hours</td>
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<table>
<thead>
<tr>
<th>Semester Seven</th>
<th>Credits</th>
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<tbody>
<tr>
<td>SPAD 45022 EVENT PLANNING AND PRODUCTION</td>
<td>3</td>
</tr>
<tr>
<td>SPAD 45024 SPORT IN GLOBAL PERSPECTIVE</td>
<td>3</td>
</tr>
<tr>
<td>SPAD 45027 PUBLIC RELATIONS AND PROMOTION IN SPORT</td>
<td>3</td>
</tr>
<tr>
<td>SPAD 45030 SPORT ENTERPRISE (WIC)</td>
<td>3</td>
</tr>
<tr>
<td>! SPAD 45091 SEMINAR FOR INTERNSHIP PREPARATION</td>
<td>1</td>
</tr>
<tr>
<td>General Elective</td>
<td>2</td>
</tr>
<tr>
<td>Credit Hours</td>
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<table>
<thead>
<tr>
<th>Semester Eight</th>
<th>Credits</th>
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<tbody>
<tr>
<td>! SPAD 45092 INTERNSHIP IN SPORT ADMINISTRATION (ELR)</td>
<td>12</td>
</tr>
<tr>
<td>Credit Hours</td>
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</table>

Minimum Total Credit Hours: 120