

SPORT ADMINISTRATION - B.S.

Ambassador Crawford College of Business and Entrepreneurship
Department of Sport, Hospitality and Event Management
www.kent.edu/business

About This Program

The Sport Administration B.S. curriculum blends coursework in sports management, marketing, finance and law to prepare you for a career in the sports industry. With hands-on experiences through internships and real-world projects, you'll gain the skills and knowledge to excel in this exciting field. Read more...

Contact Information

- **Aaron Mulrooney** | amulroon@kent.edu | 330-672-0204
- Speak with an Advisor
- Chat with an Admissions Counselor

Program Delivery

- **Delivery:**
 - In person
- **Location:**
 - Kent Campus

Examples of Possible Careers and Salaries*

Coaches and scouts

- 6.4% faster than the average
- 306,500 number of jobs
- \$45,920 potential earnings

Education administrators, all other

- 2.5% slower than the average
- 60,200 number of jobs
- \$89,040 potential earnings

Fundraisers

- 4.3% about as fast as the average
- 134,400 number of jobs
- \$66,490 potential earnings

Market research analysts and marketing specialists

- 6.7% faster than the average
- 941,700 number of jobs
- \$76,950 potential earnings

Marketing managers

- 6.6% faster than the average
- 407,000 number of jobs
- \$161,030 potential earnings

Sales and related workers, all other

- 3.7% about as fast as the average
- 122,600 number of jobs
- \$46,370 potential earnings

Sales managers

- 4.7% about as fast as the average
- 619,500 number of jobs
- \$138,060 potential earnings

Entertainers and performers, sports and related workers, all other

- 6.0% faster than the average
- 35,800 number of jobs
- \$N/A potential earnings

Personal service managers, all other

- 6.5% faster than the average
- 25,100 number of jobs
- \$61,340 potential earnings

* Source of occupation titles and labor data comes from the U.S. Bureau of Labor Statistics' Occupational Outlook Handbook. Data comprises projected percent change in employment over the next 10 years; nation-wide employment numbers; and the yearly median wage at which half of the workers in the occupation earned more than that amount and half earned less.

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.

First-Year Students on the Kent Campus: First-year admission policy on the Kent Campus is selective. Admission decisions are based upon cumulative grade point average, strength of high school college preparatory curriculum and grade trends. Students not admissible to the Kent Campus may be administratively referred to one of the seven regional campuses to begin their college coursework. For more information, visit the admissions website for first-year students.

First-Year Students on the Regional Campuses: First-year admission to Kent State's campuses at Ashtabula, East Liverpool, Geauga, Salem, Stark, Trumbull and Tuscarawas, as well as the Twinsburg Academic Center, is open to anyone with a high school diploma or its equivalent. For more information on admissions, contact the Regional Campuses admissions offices.

International Students: All international students must provide proof of proficiency of the English language (unless they meet specific exceptions) through the submission of an English language proficiency test score or by completing English language classes at Kent State's

English as a Second Language Center before entering their program. For more information, visit the admissions website for international students.

Former Students: Former Kent State students or graduates who have not attended another college or university since Kent State may complete the reenrollment or reinstatement form on the University Registrar's 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.

Transfer students visit the admissions website for transfer students for more information.

Admission policies for undergraduate students may be found in the University Catalog's Academic Policies.

Students may be required to meet certain criteria to progress in their program. Any progression requirements will be listed on the program's Coursework tab

Program Requirements

Major Requirements

Code	Title	Credit Hours
Major Requirements (courses count in major GPA)		
BA 24056	BUSINESS ANALYTICS I	3
or BMRT 21004	BUSINESS ANALYTICS I	
or MATH 10041	INTRODUCTORY STATISTICS (KMCR)	
SPAD 15000	INTRODUCTION TO SPORT ADMINISTRATION	3
SPAD 25000	SPORT IN SOCIETY	3
SPAD 25092	PRACTICUM I IN SPORT ADMINISTRATION (ELR) ¹	1
SPAD 35021	GOVERNANCE IN SPORT	3
SPAD 35025	FACILITY MANAGEMENT	3
SPAD 35065	HISTORY AND PHILOSOPHY OF SPORT AND PHYSICAL ACTIVITY (WIC) ²	3
or SPAD 45029	HISTORY AND CURRENT ISSUES IN COLLEGIATE ATHLETICS	
SPAD 35092	PRACTICUM II IN SPORT ADMINISTRATION (ELR) ¹	1
SPAD 45020	ORGANIZATION, ADMINISTRATION AND LEADERSHIP IN SPORT	3
SPAD 45022	EVENT PLANNING AND PRODUCTION	3
SPAD 45023	SPORT MARKETING	3
SPAD 45024	SPORT IN GLOBAL PERSPECTIVE	3
SPAD 45026	SPORT AND THE MEDIA	3
SPAD 45027	PUBLIC RELATIONS AND PROMOTION IN SPORT	3
SPAD 45030	SPORT ENTERPRISE (WIC) ²	3
SPAD 45032	SALES MANAGEMENT IN SPORT AND ENTERTAINMENT	3
SPAD 45091	SEMINAR FOR INTERNSHIP PREPARATION	1
SPAD 45092	INTERNSHIP IN SPORT ADMINISTRATION (ELR) ¹	6-12

SPAD 46080	LEGAL ISSUES IN SPORT AND RECREATION	3
Additional Requirements (courses do not count in major GPA)		
ACCT 23020	INTRODUCTION TO FINANCIAL ACCOUNTING	3
COMM 15000	INTRODUCTION TO HUMAN COMMUNICATION (KADL)	3
ECON 22060	PRINCIPLES OF MICROECONOMICS (KSS)	3
ECON 22061	PRINCIPLES OF MACROECONOMICS (KSS)	3
MKTG 25010	PRINCIPLES OF MARKETING	3
PSYC 11762	GENERAL PSYCHOLOGY (KSS)	3
or SOC 12050	INTRODUCTION TO SOCIOLOGY (KSS)	
UC 10001	FLASHES 101	1
American Civic Literacy Requirement ³		3
Kent Core Composition		6
Kent Core Mathematics and Critical Reasoning ⁴		3
Kent Core Humanities and Fine Arts (minimum one course from each) ³		6-9
Kent Core Basic Sciences (must include one laboratory)		6-7
Minor Requirements and General Electives (total credit hours depends on earning 120 credit hours, including 39 upper-division credit hours) ⁵		23
Minimum Total Credit Hours:		120

¹ State and Federal background checks may be required for practicum and internship experiences.

² A minimum C grade must be earned to fulfill the writing-intensive requirement.

³ If students complete the American Civic Literacy requirement by taking HIST 12061, the course will apply to the Kent Core Humanities category. If they complete it with POL 10101, the course will apply to general electives.

⁴ Students should review the mathematics requirement for their selected minor prior to registering for their Kent Core Mathematics and Critical Reasoning. If MATH 10041 has been taken, additional general electives may be required to maintain the 120 minimum total credit hours for graduation.

⁵ Students are required to declare and complete a minor as part of the sport administration program. Students may select one of the following minors at Kent State: Business; Data Analytics; Finance; International Business for Non-Business Majors; Management for Non-Business Majors; Marketing. The minor should be aligned with the student's overall educational and career goals. Number of credit hours depends on the minor selected.

Progression Requirements

Student must maintain a minimum 2.500 overall GPA and the minimum GPA for their selected minor(s) every semester, until graduation.

Students who do not maintain the minimum required GPA¹ will receive a warning and will be required to meet with their faculty and professional advisor to develop a plan of continuation. The plan will include all actions necessary to continue in the current program, the opportunity to declare a different program, a timeline of when actions should occur, and next steps if actions are not followed. Please refer to the Program Progression Requirements policy in the Academic Policies section in the University Catalog.

¹ Undergraduate students who have not completed a minimum of 12 Kent State University credit hours will be evaluated for advanced

study and professional phase based on their high school GPA for new freshmen or transfer GPA for transfer students.

Graduation Requirements

Minimum Major GPA	Minimum Overall GPA
2.500	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 or 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 program. Students will work with their advisor to develop a sequence based on their academic goals and history. Courses designated as critical (!) must be completed in the semester listed to ensure a timely graduation.

Semester One		Credits	
SPAD 15000	INTRODUCTION TO SPORT ADMINISTRATION	3	
UC 10001	FLASHES 101	1	
	Kent Core Requirement	3	
	Kent Core Requirement	3	
	Kent Core Requirement	3	
	Kent Core Requirement	3	
Credit Hours		16	
Semester Two		Credits	
COMM 15000	INTRODUCTION TO HUMAN COMMUNICATION (KADL)	3	
PSYC 11762	GENERAL PSYCHOLOGY (KSS)	3	
or	or INTRODUCTION TO SOCIOLOGY (KSS)		
	SOC 12050		
	Kent Core Requirement	3	
	Kent Core Requirement	3	
	Minor Requirement or General Elective	3	
Credit Hours		15	
Semester Three		Credits	
! ECON 22060	PRINCIPLES OF MICROECONOMICS (KSS)	3	
	SPAD 25000	SPORT IN SOCIETY	3
! SPAD 25092	PRACTICUM I IN SPORT ADMINISTRATION (ELR)	1	
	American Civic Literacy Requirement	3	
	Kent Core Requirement	3	
	Minor Requirement or General Elective	3	
Credit Hours		16	
Semester Four		Credits	
ACCT 23020	INTRODUCTION TO FINANCIAL ACCOUNTING	3	
	ECON 22061	PRINCIPLES OF MACROECONOMICS (KSS)	3
! MKTG 25010	PRINCIPLES OF MARKETING	3	
	SPAD 35065	HISTORY AND PHILOSOPHY OF SPORT AND PHYSICAL ACTIVITY (WIC)	3
or	SPAD 45029	or HISTORY AND CURRENT ISSUES IN COLLEGIATE ATHLETICS	
	Minor Requirement or General Elective	3	
Credit Hours		15	

Semester Five		Credits	
! BA 24056	BUSINESS ANALYTICS I	3	
or	or BUSINESS ANALYTICS I		
	BMRT 21004	or INTRODUCTORY STATISTICS (KMCR)	
	or		
	MATH 10041		
! SPAD 35021	GOVERNANCE IN SPORT	3	
	SPAD 35025	FACILITY MANAGEMENT	3
	SPAD 45026	SPORT AND THE MEDIA	3
	Minor Requirement or General Elective	3	
Credit Hours		15	
Semester Six		Credits	
! SPAD 35092	PRACTICUM II IN SPORT ADMINISTRATION (ELR)	1	
	SPAD 45020	ORGANIZATION, ADMINISTRATION AND LEADERSHIP IN SPORT	3
	SPAD 45023	SPORT MARKETING	3
	SPAD 45032	SALES MANAGEMENT IN SPORT AND ENTERTAINMENT	3
	SPAD 46080	LEGAL ISSUES IN SPORT AND RECREATION	3
	Minor Requirement or General Elective	3	
Credit Hours		16	
Semester Seven		Credits	
	SPAD 45022	EVENT PLANNING AND PRODUCTION	3
	SPAD 45024	SPORT IN GLOBAL PERSPECTIVE	3
	SPAD 45027	PUBLIC RELATIONS AND PROMOTION IN SPORT	3
	SPAD 45030	SPORT ENTERPRISE (WIC)	3
! SPAD 45091	SEMINAR FOR INTERNSHIP PREPARATION	1	
	Minor Requirement or General Elective	2	
Credit Hours		15	
Semester Eight		Credits	
! SPAD 45092	INTERNSHIP IN SPORT ADMINISTRATION (ELR)	6	
	Minor Requirements and/or General Electives	6	
Credit Hours		12	
Minimum Total Credit Hours:		120	

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.

Flashes 101 (UC 10001)	1 credit hour
Course is not required for students with 30+ transfer credits (excluding College Credit Plus) or age 21+ at time of admission.	
American Civic Literacy	3 credit hours
Experiential Learning Requirement (ELR)	varies
Students must successfully complete one course or approved experience.	
Kent Core (see table below)	36-37 credit hours
Writing-Intensive Course (WIC)	1 course
Students must earn a minimum C grade in the course.	
Upper-Division Requirement	39 credit hours

Students must successfully complete 39 upper-division (numbered 30000 to 49999) credit hours to graduate.

Total Credit Hour Requirement	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 and Fine Arts (KHUM/KFA) (min one course each)	9
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

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.

Full 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.