

# SPORT ADMINISTRATION - B.S.

College of Education Health and Human Services  
School of Foundations, Leadership and Administration  
[www.kent.edu/ehhs/fla](http://www.kent.edu/ehhs/fla)

## 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

- Program Coordinator: **Aaron Mulrooney** | [amulroon@kent.edu](mailto: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

- 11.8% much faster than the average
- 292,000 number of jobs
- \$36,330 potential earnings

### Education administrators, all other

- 8.1% much faster than the average
- 52,100 number of jobs
- \$87,580 potential earnings

### Fundraisers

- 14.3% much faster than the average
- 100,600 number of jobs
- \$59,610 potential earnings

### Market research analysts and marketing specialists

- 17.7% much faster than the average
- 738,100 number of jobs
- \$65,810 potential earnings

### Marketing managers

- 6.7% faster than the average
- 286,300 number of jobs
- \$142,170 potential earnings

### Sales and related workers, all other

- 1.9% slower than the average
- 142,900 number of jobs
- \$30,550 potential earnings

### Sales managers

- 3.5% about as fast as the average
- 433,800 number of jobs
- \$132,290 potential earnings

### Miscellaneous entertainers and performers, sports and related workers

- 4.2% about as fast as the average
- 33,300 number of jobs
- \$N/A potential earnings

### Personal service managers, all other; entertainment and recreation managers, except gambling; and managers, all other

- -1.8% decline
- 1,189,200 number of jobs
- \$116,350 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 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 Academic score, or by completing the ELS level 112 Intensive Program. For more information, visit the admissions website for international students.

**Transfer Students:** Students who have attended any other educational institution after graduating from high school must apply as undergraduate transfer students. For more information, visit the admissions website for transfer 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.

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

Some programs may require that students meet certain requirements before progressing through the program. For programs with progression requirements, the information is shown on the program's Coursework tab.

**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 2.500 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 Requirements

Code	Title	Credit Hours
<b>Major Requirements (courses count in major GPA)</b>		
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 (DIVD)	3
SPAD 25092	PRACTICUM I IN SPORT ADMINISTRATION (ELR) <sup>1</sup>	1
SPAD 35021	GOVERNANCE IN SPORT	3
SPAD 35025	FACILITY MANAGEMENT	3
SPAD 35065	HISTORY AND PHILOSOPHY OF SPORT AND PHYSICAL ACTIVITY (WIC) <sup>2</sup>	3
or SPAD 45029	HISTORY AND CURRENT ISSUES IN COLLEGIATE ATHLETICS	
SPAD 35092	PRACTICUM II IN SPORT ADMINISTRATION (ELR) <sup>1</sup>	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) <sup>2</sup>	3
SPAD 45032	SALES MANAGEMENT IN SPORT AND ENTERTAINMENT	3

SPAD 45091	SEMINAR FOR INTERNSHIP PREPARATION	1
SPAD 45092	INTERNSHIP IN SPORT ADMINISTRATION (ELR) <sup>1</sup>	6-12
SPAD 46080	LEGAL ISSUES IN SPORT AND RECREATION	3
<b>Additional Requirements (courses do not count in major GPA)</b>		
ACCT 23020	INTRODUCTION TO FINANCIAL ACCOUNTING	3
ARCH 10001	UNDERSTANDING ARCHITECTURE (KFA)	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
PHIL 21001	INTRODUCTION TO ETHICS (DIVG) (KHUM)	3
PSYC 11762	GENERAL PSYCHOLOGY (DIVD) (KSS)	3
or SOC 12050	INTRODUCTION TO SOCIOLOGY (DIVD) (KSS)	
UC 10001	FLASHES 101	1
Kent Core Composition		6
Kent Core Mathematics and Critical Reasoning <sup>3</sup>		3
Kent Core Humanities		3
Kent Core Basic Sciences (must include one laboratory)		6-7
General Electives (total credit hours depends on earning 120 credit hours, including 39 upper-division credit hours)		23
<b>Minimum Total Credit Hours:</b>		<b>120</b>

<sup>1</sup> State and Federal background checks may be required for practicum and internship experiences.

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

<sup>3</sup> 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.

## 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 GPA<sup>1</sup> 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 Not Permitted to Continue policy in the Academic Policies section in the University Catalog.

<sup>1</sup> 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 major. However, 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
<b>Credit Hours</b>		<b>16</b>
Semester Two		Credits
ARCH 10001	UNDERSTANDING ARCHITECTURE (KFA)	3
COMM 15000	INTRODUCTION TO HUMAN COMMUNICATION (KADL)	3
PSYC 11762	GENERAL PSYCHOLOGY (DIVD) (KSS)	3
or	or INTRODUCTION TO SOCIOLOGY (DIVD)	
SOC 12050	(KSS)	
Kent Core Requirement		3
General Elective		3
<b>Credit Hours</b>		<b>15</b>
Semester Three		Credits
! ECON 22060	PRINCIPLES OF MICROECONOMICS (KSS)	3
PHIL 21001	INTRODUCTION TO ETHICS (DIVG) (KHUM)	3
SPAD 25000	SPORT IN SOCIETY (DIVD)	3
! SPAD 25092	PRACTICUM I IN SPORT ADMINISTRATION (ELR)	1
Kent Core Requirement		3
General Elective		3
<b>Credit Hours</b>		<b>16</b>
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	or HISTORY AND CURRENT ISSUES IN COLLEGIATE ATHLETICS	
SPAD 45029		
General Elective		3
<b>Credit Hours</b>		<b>15</b>
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
General Elective		3
<b>Credit Hours</b>		<b>15</b>

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
General Elective		3
<b>Credit Hours</b>		<b>16</b>
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
General Elective		2
<b>Credit Hours</b>		<b>15</b>
Semester Eight		Credits
! SPAD 45092	INTERNSHIP IN SPORT ADMINISTRATION (ELR)	6
General Elective		6
<b>Credit Hours</b>		<b>12</b>
<b>Minimum Total Credit Hours:</b>		<b>120</b>

## 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.	
Diversity Domestic/Global (DIVD/DIVG)	2 courses
Students must successfully complete one domestic and one global course, of which one must be from the Kent Core.	
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

## 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
<b>Total Credit Hours:</b>	<b>36-37</b>

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## 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.