SPORT MANAGEMENT STUDIES
College of Education and Human Services

Degree Benefits
The sport management studies program at California University of Pennsylvania prepares students to work in the highly competitive professional sport industry. The curriculum offers a comprehensive framework to produce a well-rounded education. Some of the major topics include facility and event management, sport marketing and sales, economics and finance, sport communications, and sport law. In addition, students will gain experiential and practical learning opportunities through their coursework, including a 12-credit internship.

Program Guidelines
The Cal U sport management studies curriculum is currently aligned with the standards set forth by the Commission on Sport Management Accreditation (COSMA).

Job Options
A degree in sport management studies is designed to prepare students for prospective employment in numerous areas within the sport industry at a national and international level. Some of these areas include: interscholastic, intercollegiate and professional athletic administration; sports information; sports marketing and promotions; community relations; facility and event management; sports equipment management; ticket sales; concessions management; and sport governance.

Program Objectives
The sport management studies program will prepare students to become professionals in the field of sport management using an interdisciplinary curriculum. This is accomplished through required course work involving three basic components:

• Foundation courses related to the discipline, such as the historical, sociological, psychological and philosophical perspectives of sport.
• Applied courses that make up the core of sport management, such as governance in sport, sport communications, sport organization and administration, sport marketing and sales, sport law, sport finance, economics of sports, and event management.

• Field experiences including a part-time practicum and a full-time internship. The internship requires the student to work 40 hours per week for 10 weeks at an approved site.

Overall, the program will provide students with the means to identify and understand the internal and external factors that shape sport in our culture and how sport mirrors the society in which it exists. It will assist the student in developing and understanding the roles, organizational mechanisms and multiple facets within the business of sport.

Admissions & Requirements
Admission requirements for the sport management studies program include an overall GPA of 2.5 and an arranged interview with the program director. Upon entrance into the program, students are required to successfully complete Sport Practicum (SPT 199), which includes a 70-hour practical learning experience within approved sport management sites. Students will proceed through the program by adhering to a specified sequence where they must achieve a grade of a C- or higher in each core class. Following successful completion of all core content courses, students will enroll in a 12-credit Internship based on their specific career interests and qualifications. The internship will serve as the student’s capstone experience where he/she will be able to apply the skills and knowledge gained through his/her studies to the actual workforce.

BACHELOR OF SCIENCE
SPORT MANAGEMENT STUDIES - 121 CREDITS
The following eight-semester sequence of courses provides an essential framework for completing this program of study in four years. To ensure that they are making satisfactory academic progress, students should consult with their faculty adviser, ensure that they complete necessary prerequisites and required courses in sequence, complete a minimum of 15 credits each semester and maintain a 2.5 GPA.
## Freshman Year

**First Semester** .................................................................16 credits
* ENG 101 English Composition I .................................3 crs.
* SPT 100 Introduction to Sport Management .................3 crs.
* SPT 199 Practica in Sport Management .........................3 crs.
** UNI 100 First-Year Seminar ........................................1 cr.
General Education Courses .................................................6 crs.

**Second Semester** ..............................................................15 credits
* SPT 300 Psychology of Sport ........................................3 crs.
* COM 363 Sport Communications and Media Relations ...3 crs.
General Education Courses .................................................9 crs.

## Sophomore Year

**Third Semester** ..............................................................15 credits
* SPT 305 Ethics in Sport Management ............................3 crs.
* SPT 320 Administration of Intercollegiate
Athletic Programs.................................................................3 crs.
General Education Courses .................................................9 crs.

**Fourth Semester** .............................................................15 credits
* SPT 325 Sport and Society OR
* SOC 309 Sociology of Sport .........................................3 crs.
* SPT 360 Advanced Sport Communications ..................3 crs.
* SPT 310 Sport Marketing ..............................................3 crs.
* SPT 315 Facility & Event Management .........................3 crs.
General Education Courses .................................................3 crs.

## Junior Year

**Fifth Semester** ...............................................................15 credits
* HIS 348 History of American Sport OR
* SPT 340 History of Sport ...............................................3 crs.
* SPT 311 Sales Tech in Sport .........................................3 crs.
* SPT 400 Legal Aspects of Sport ....................................3 crs.
General Education OR Elective Courses .........................6 crs.

**Sixth Semester** ..............................................................15 credits
* SPT 410 Governance in Sport .......................................3 crs.
* SPT 425 Organization and Administration of Sport ........3 crs.
Elective Courses ...............................................................9 crs.

## Senior Year

**Seventh Semester** ..........................................................18 credits
* SPT 405 Finance and Economics of Sport ....................3 crs.
* SPT 430 Sport Management Seminar ............................3 crs.
Elective Courses ...............................................................12 crs.

**Eighth Semester** ............................................................12 credits
* SPT 499 Internship in Sport Management (P/F) .............12 crs.

* Required major and related courses.

## Program Contact Information
Contact the Department of Exercise Science and Sports Studies by phone at 724-938-4356.

## Department Website
www.calu.edu/academics/programs/sport-management

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**QUESTIONS ABOUT ADMISSIONS?**
Office of Admissions
California University of Pennsylvania
250 University Ave.
California, PA 15419-1394

Phone: 724-938-4404
Toll-free: 888-412-0479
Fax: 724-938-4564
E-mail: inquiry@calu.edu

**ABOUT US**
California University of Pennsylvania is a proud member of the Pennsylvania State System of Higher Education. Located in the borough of California, just 35 miles from Pittsburgh, Cal U serves about 8,200 undergraduate and graduate students.
- Cal U’s main campus houses academic buildings, dining and recreation facilities, and six suite-style residence halls.
- Cal U’s upper campus includes the Vulcาน Village apartments, athletic facilities at Roadman Park, and space for student meetings and outdoor recreation at SAI Farm.
- Cal U Global Online is the University’s virtual campus, offering degree and certificate programs 100% online.

**FINANCIAL AID**
For information on student loans and undergraduate scholarships, visit www.calu.edu or call 1-888-412-0479.

California University of Pennsylvania is an academic community dedicated to the ideals of justice, fairness and equal opportunity for all. In compliance with federal and state laws, the University is committed to providing equal educational and employment opportunities for all persons without regard to race, color, sex, religion, national origin, age, disability, ancestry, sexual orientation or status as a disabled or Vietnam era veteran. The University will not tolerate racial, ethnic or sexual discrimination. Sexual harassment is considered by law to be a form of sexual discrimination and is, therefore, unacceptable. Direct equal opportunity and affirmative action inquiries or complaints to the Special Assistant to the President for Equal Employment and Educational Opportunity (EEO), Office of Social Equity, South Hall 112, 724-938-4014. Direct inquiries regarding services or facilities accessibility to the ADA/504 Compliance Officer, Office of Student Development and Services, G 52 Carter Hall, 724-938-4056. Direct Title IX inquiries to the Senior Women’s Administrator/Title IX Coordinator, Department of Athletics, Hamer Hall 248, 724-938-4351.

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Policies and Procedures: Note that the policies and procedures described above may be reviewed and revised at any time. This fact sheet should be used as an informational guide. For details on current policies and procedures, contact the Provost/Vice President of Academic Affairs at 724-938-4407.