

# Sport Management

The Sport Management program prepares students for entry-level careers as potential leaders and administrators in the sport industry and for further study in graduate school. Possible positions may be found in collegiate athletics, municipal parks and recreation departments, community sports programs, professional sports leagues, amateur sports organizations, and commercial sport industries such as fitness and activity centers, sport camps, and other private sport organizations. An internship in the field along with a capstone course for students is required in this degree.

Students in Sport Management must complete 30 semester hours (sh) of major required courses, 12 sh of major electives, 9 sh of practicum, and 9 sh of major-related courses.

No more than 24% of the program requirements for the degree may be taken in traditional business subjects.

## Requirements for admission to the capstone experience are as follows:

- Grade of "C" or higher in all courses used to fulfill major requirements;
- At least a 2.50 cumulative GPA in the major;
- Completion of SPM 4003 Sport Management Careers Seminar; and
- Recommendations of academic advisors and the Sport Management program coordinator.

No more than 24% of the program requirements for the degree may be taken in traditional business subjects.

## General Education

In addition to the General Education requirements listed on this page, students must satisfy all additional University requirements, including the College-Level Communication and Computation, multicultural, and foreign language requirements. With appropriate planning and coordination with an academic advisor, students may satisfy some of the general University requirements through the General Education curriculum. For a complete listing of general degree requirements, refer to the [University Requirements](#) section of this catalog.

## General Education Curriculum:

### Communication

ENC 1101	English Composition I (Core)	3
ENC 1102	English Composition II (Breadth)	3

### Humanities

Choose one course from Group A (Core) and one additional course from either Group A or Group B (Breadth) 6

#### Group A (Core)

ARH 1000	Art Appreciation
LIT 2000	Introduction to Literature
MUL 2010	Music Appreciation
PHI 2010	Introduction to Philosophy
THE 2000	Theatre Appreciation

#### Group B (Breadth)

AML 2010	American Literature I
AML 2020	American Literature II

ARH 2050	Western Survey I: Prehistory to the Medieval Period
ARH 2051	Western Survey II: Renaissance to Contemporary
ART 1015C	Exploring Artistic Vision
ART 2821	The Self, Creativity, Your Career and Visual Culture
CRW 2001	Introduction to Creative Writing
ENL 2010	History of English Literature I
ENL 2020	History of English Literature II
IDH 1040	Honors Core: Humanities
LIT 2030	Introduction to Poetry
MUH 2930	The Music Experience: Special Topics
PHI 2103	Critical Thinking
PHI 2603	Ethics in Contemporary Society
REL 1300	World Religions
SPC 2608	Public Speaking
THE 2300	Survey of Dramatic Literature

## Mathematics

Choose one course from Group A (Core) and one Additional course from either Group A or Group B (Breadth) 6

#### Group A (Core)

MAC 1105	College Algebra
MAC 1105C	College Algebra with Lab
MAC 2311	Analytic Geometry and Calculus I
MGF 1130	Mathematical Thinking
STA 2023	Elements of Statistics

#### Group B (Breadth)

MAC 1114	Trigonometry
MAC 1140	Precalculus Algebra
MAC 1147	Precalculus with Trigonometry
MAC 2233	Calculus with Business Applications
MAC 2312	Analytic Geometry and Calculus II
MGF 1131	Mathematics in Context
STA 2360	Introduction to Data Science

## Natural Sciences

Choose one course from Group A (Core) and one additional course from either Group A or Group B (Breadth) 6

#### Group A (Core)

AST 1002	Descriptive Astronomy
BSC 1005	General Biology for Non-Majors *
BSC 1085	Anatomy and Physiology I *
BSC 2010	Biology I
CHM 1020	Concepts in Chemistry *
CHM 2045	General Chemistry I *
ESC 2000	Introduction to Earth Science *
EVR 2001	Introduction to Environmental Science
GLY 2010	Physical Geology
PHY 1020	Conceptual Physics
PHY 2048	Calculus-Based Physics I * **
PHY 2048C	Calculus-Based Physics I Studio ***
PHY 2053	Algebra-Based Physics I * **

Group B (Breadth)	
ANT 2511	Biological Anthropology *
AST 2037	Life in the Universe
BOT 2010	General Botany
BSC 1050	Fundamentals of Ecology
BSC 1086	Anatomy and Physiology II *
BSC 2011	Biology II
BSC 2311	Introduction to Oceanography and Marine Biology *
CGS 2020	Introduction to Machine Learning
CHM 2046	General Chemistry II *
CIS 2530	Introduction to Cybersecurity
IDH 1043	Honors Core: Natural Sciences
MCB 1000	Fundamentals of Microbiology *
PHC 2082	Informatics and Your Health
PHY 2049	Calculus-Based Physics II * **
PHY 2054	Algebra-Based Physics II * **

\* May be taken with or without lab.

\*\* Algebra-Based Physics is usually recommended for non-science majors, while Calculus-Based Physics is recommended for science majors.

\*\*\*Although students receive 5 semester hours credit for PHY 2048C, an additional 3 semester science course will be needed to meet General Education requirements.

## Social Sciences

Choose one course from Group A (Core) and one additional course from either Group A or Group B (Breadth) 6

Group A (Core)	
AMH 2010	United States to 1877
AMH 2020	United States Since 1877
ANT 2000	Introduction to Anthropology
ECO 2013	Principles of Economics Macro
POS 2041	American Politics
PSY 2012	General Psychology
Group B (Breadth)	
ANT 2100	Introduction to Archaeology
ANT 2400	Current Cultural Issues
CCJ 2002	Survey of Crime and Justice
COM 2023	Death and Communication
CPO 2002	Comparative Politics
DEP 2004	Human Development Across the Lifespan
EUH 1000	Western Perspectives I
EUH 1001	Western Perspectives II
FIN 2104	Personal Financial Planning
GEA 2000	Nations and Regions of the World
GEB 1011	Introduction to Business
HIS 2050	Explore History: Special Topics
IDH 1041	Honors Core: Social Sciences
INR 2002	International Politics
MMC 2000	Principles of Mass Communication
PLA 2013	Survey of American Law

SOW 2192	Understanding Relationships in the 21st Century
SPM 2010	Sport in Global Society
SYG 2000	Introduction to Sociology
SYG 2010	Current Social Problems

## General Education Electives

Choose an additional course from two of the five areas of Communication, Mathematics, Social Sciences, Humanities, and Natural Sciences.

Sport Management majors are encouraged to take the following courses within general education requirements:

Communication		6
ENC 1101	English Composition I	
ENC 1102	English Composition II	
Mathematics		6
MAC 1105	College Algebra	
STA 2023	Elements of Statistics	
Social Science		6
ECO 2013	Principles of Economics Macro	
SYG 2000	Introduction to Sociology	
PSY 2012	General Psychology	
Humanities		6
LIT 2000	Introduction to Literature	
PHI 2010	Introduction to Philosophy	
PHI 2103	Critical Thinking	
PHI 2603	Ethics in Contemporary Society	
<b>Total Hours</b>		<b>24</b>

## Multicultural Requirement

### Multicultural Courses

An important component of a liberal education is the study of cultures other than one's own. As such, multiculturalism encompasses the appreciation of the values, expressions, and modes of organization of diverse cultural communities. To further such study, the University of West Florida requires all students pursuing a bachelor's degree to complete at least one course that explores one or more of the dimensions of another culture (language, religion, socio-economic structures, etc.). Students are exempt from this requirement if they have completed an A.A. degree, the general education program at a Florida public institution, or a baccalaureate degree.

The requirement is satisfied by the successful completion of a multicultural course designated on the following list. Several of the selections are General Education courses, and students may enroll in these to meet both the General Education and the multicultural requirements.

\*\*Passed by UWF Faculty Senate on 11/08/2002

This list is continually updated and students are encouraged to check with their advisors for alternative options.

AML 2010	American Literature I	3
AML 2020	American Literature II	3
AML 3604	African American Literature	3
AML 3624	Black Women Writers	3
AML 4015	Topics in Nineteenth-Century American Literature	3

AML 4640	Topics in Native American Literature	3	LAH 4131	'Atlantic Indians': How Indigenous and African Peoples Shaped Europe & the Americas	3
ANT 1001	Anthropology as a Profession	1	LAH 4451	Greater Mexico: Central America from Conquest to the 20th Century	3
ANT 2000	Introduction to Anthropology	3	LAH 4728	Gender and Sexuality in Latin America from Colonization to Today	3
ANT 2301	Human Sexuality and Culture	3	LIT 2000	Introduction to Literature	3
ANT 3212	Peoples and Cultures of the World	3	LIT 2030	Introduction to Poetry	3
ANT 3312	North American Indians	3	LIT 4036	Topics in Poetry and Poetics	3
ANT 3363	Japanese Culture	3	LIT 4385	Feminist Theory	3
ANT 4006	Anthropology of Human Rights	3	MAN 4102	Management of Diversity	3
ANT 4025	Ritual Use of Human Remains	3	MAR 4156	Seminar in International Marketing	3
ANT 4403	Environmental Anthropology	3	MMC 3743	Communicating Fear: Horror Films and Popular Culture	3
ANT 4516	Modern Human Physical Variation	3	MMC 3745	Communicating Fear Abroad: International Horror Films & Popular Culture	3
ARH 1000	Art Appreciation	3	MMC 4601	Minorities and the Mass Media	3
ARH 2050	Western Survey I: Prehistory to the Medieval Period	3	MUH 2930	The Music Experience: Special Topics	3
ARH 3201	Art and Culture in The Global Middle Ages	3	MUL 2010	Music Appreciation	3
ARH 2051	Western Survey II: Renaissance to Contemporary	3	NUR 4615	Patient Centered Population Health	3
ARH 3590	Non-Western Art	3	NUR 4636	Population-based Public Health Nursing	3
ARH 3607	Native American Art	3	PHI 3790	African Philosophy	3
ARH 4412	The Age of Revolution to Romanticism in Europe: 1750-1850	3	PUR 3404	International Public Relations	3
ARH 4450	Modern Art: 1850-1980	3	PSY 3860	Positive Psychology	3
ARH 4470	Contemporary Art	3	SOP 3730	Psychology, Culture, and Society	3
ARH 4563	Art of Japan	3	SOW 4233	Human Diversity and Social Justice	3
CCJ 3678	Race, Gender, Ethnicity, and Crime	3	SPN 3400	Advanced Stylistics	3
COM 3014	Gender Communication	3	SPN 4520	Latin American Culture and Civilization	3
COM 3461	Intercultural Communication	3	SYO 4421	Sociology of Health, Illness and Health Care	3
COM 4242	Communication and Christianity	3	SYO 4530	Inequality in America	3
CPO 2002	Comparative Politics	3			
CRW 2001	Introduction to Creative Writing	3			
EDF 2085	Teaching Diverse Populations	3			
ENG 4013	Introduction to Literary Theory	3			
ENL 2020	History of English Literature II	3			
EUH 1000	Western Perspectives I	3			
EUH 1001	Western Perspectives II	3			
EUH 3334	Emperors, Sultans, Dictators, and Democrats: The Balkans	3			
EUH 3411	Rome and the Mediterranean World	3			
EUH 3576	Soviet Union since 1917	3			
FOL 3501	Global Cinema	3			
GEA 2000	Nations and Regions of the World	3			
GEB 4361	International Business	3			
GEO 3421	Cultural Geography	3			
GEO 3471	Geography of World Affairs	3			
HSC 2622	Introduction to Global Health Sciences	3			
HIS 2050	Explore History: Special Topics	3			
HIS 4262	Rise and Fall of the Portuguese Empire	3			
IDH 1040	Honors Core: Humanities	3			
IDH 1041	Honors Core: Social Sciences	3			
INR 2002	International Politics	3			
LAH 4135	Spanish Conquest of the Americas	3			

## Civic Literacy Requirement

The 2017 Florida Legislature amended [Section 1007.25, Florida Statutes](#), to require students **initially entering a State University System (SUS) and/or Florida College System (FCS) institution in 2018-2019** and thereafter to demonstrate competency in civic literacy.

The 2021 Legislature further amended Florida Statutes, requiring students to complete both a civic literacy course and an exam. As a result, there are three cohorts of students currently matriculating at Florida public institutions subject to varying requirements. As demonstrated in the table below, the exact civic literacy requirements are based on the academic term in which a student first enrolled in a Florida public institution.

Students Included in Cohort	Civic Literacy Competency Requirement
Cohort 1: Students first entering the SUS or FCS prior to fall 2018	None
Cohort 2: Students first entering the SUS or FCS in fall 2018 – summer A 2021	Complete a course <b>or</b> exam (course options AMH 2020, POS 2041 )
Cohort 3: Students first entering the SUS or FCS in summer B 2021 (on or after July 1, 2021) and thereafter	Complete both a course <b>and</b> exam (course options AMH 2020, POS 2041)

Additionally, the 2021 Legislature made two additional exceptions: approving the use of accelerated mechanisms for meeting the course competency requirement and exempting high school students who pass the Florida Civic Literacy Exam in high school from the postsecondary exam requirement. These two changes are in effect for Cohort 3.

There are multiple ways to satisfy this requirement. Students should work with their academic advisor to determine which option is best for their degree requirements/degree plan.

Additional information can be found on our [Civic Literacy](#) website, SUS regulation [BOG 8.006](#) and Florida Statute [s.1007.25\(4,a-b\)](#).

## Mathematics Pathway

Students are advised to complete the following courses to fulfill the mathematics pathway that aligns with the mathematics skills needed for success in their program and their career goals. Students should refer to their academic advisor for questions about the math pathway for their program. For information about this requirement, refer to the catalog page for [Mathematics Pathways](#). These courses may also fulfill requirements for General Education and Common Prerequisites.

Algebra through Calculus

MAC 1105	College Algebra	3-4
	or MAC 1105C College Algebra with Lab	
MAC 2233	Calculus with Business Applications	3
	or STA 2023 Elements of Statistics	

Students will be placed on a starting point based on their mathematics placement.

## Common Prerequisites

State-mandated common prerequisites must be completed prior to graduation, but are not required for admission to the program. See the [Common Prerequisite Manual](#) for course substitutions from Florida colleges and universities.

Choose one:		3
FIN XXXX	Courses with a finance emphasis	
MAR XXXX	Courses with a marketing emphasis	
GEB XXXX	Courses with a general business emphasis*	
Choose one:		3
MAN XXXX	Courses with a management emphasis	
BUL XXXX	Courses with a business law emphasis	
CGS XXXX	Courses with a general computer emphasis	
STA XXXX	Courses with a statistics emphasis	
ACG XXXX	Courses with an accounting emphasis	
REE XXXX	Courses with a real estate emphasis	
Choose one:		3
HFT XXXX	Courses with a hospitality management emphasis	
ECO XXXX	Courses with an economics emphasis*	
SDS XXXX	Courses with a student development emphasis*	
COM XXXX	Courses with a communication emphasis	

**Total Hours** 9

\* Indicates common prerequisites which can be used to satisfy General Education requirements.

## Lower Division Electives

Students must complete sufficient 1000/2000 level electives to complete at least 60 semester hours (sh) in the lower division. Current UWF students may use elective courses at any level (1000-4000) to meet this elective requirement. Students should consult their academic advisor for guidance in course selection.

## Major Courses

### Major Required

SPM 2010	Sport in Global Society <sup>+</sup>	3
SPM 3004	Introduction to Contemporary Sport Management <sup>+</sup>	3
SPM 3104	Sport Facility Planning and Management <sup>+</sup>	3
SPM 3109	Sport Event Management and Revenue Generation <sup>+</sup>	3
SPM 3115	Managing a Sport Organization <sup>+</sup>	3
SPM 3306	Sports Marketing <sup>+</sup>	3
SPM 3512	Sport Sales and Fundraising <sup>+</sup>	3
SPM 4505	Sport Business and Finance <sup>+</sup>	3
SPM 4703	Sport Analytics <sup>+</sup>	3
SPM 4723	Sport Law and Risk Management <sup>+</sup>	3

**Total Hours** 30

### Major Electives

Select 12 credit hours from the following		12
HFT 3221	Human Resources in the Hospitality Industry <sup>+</sup>	
SPM 3403	Communication and Social Media in Sports <sup>+</sup>	
SPM 3941	Sport Management Internship <sup>+</sup>	
SPM 4012	Sociology of Sport <sup>+</sup>	
SPM 4054	Sport Betting <sup>+</sup>	
SPM 4162	Esports Management <sup>+</sup>	
SPM 4203	Environmental Sustainability in Sport <sup>+</sup>	
SPM 4604	Sport Leadership and Governance Around the World <sup>+</sup>	
Any 3000/4000 level course with approval		

**Total Hours** 12

### Practicum

SPM 3941	Sport Management Internship <sup>+</sup>	3
SPM 4003	Sport Management Careers Seminar <sup>+</sup>	3
SPM 4945	Senior Capstone in Sport Management <sup>+</sup>	3

**Total Hours** 9

## Major-Related Courses

Choose three classes from the options below:		9
ACG 3082	Accounting for Non-Majors	
COM 3461	Intercultural Communication	
COM 3465	Conflict Management	

ECO 3003	Principles of Economic Theory and Public Policy	
GEB 3032	Business Foundations for Non-Business Majors	
MAN 3025	Management Fundamentals	
MAN 3240	Behavior in Organizations	
MAN 3301	Human Resources Management	
MAR 3023	Marketing Fundamentals	
SPC 3301	Interpersonal Communication	
Any 2000/3000/4000 level course with approval		
<b>Total Hours</b>		<b>9</b>

## Sport Management Minor

The Sport Management minor is intended to provide non-majors with the foundational knowledge to apply their respective major discipline in a sport setting. The minor supports students' major preparation for careers in sport media and communication, sport marketing, entrepreneurship in sport, sport law and risk management practice, sport hospitality and tourism, sport psychology practice, and a variety of disciplines that may be applied in the sport industry. The minor supplements the student's major discipline with knowledge of the sport industry.

Students in the Sport Management minor must complete 12 semester hours of coursework. Students must take SPM 3004 Introduction to Contemporary Sport Management. In addition, students can choose any three SPM courses (excluding practicums).

SPM 3004	Introduction to Contemporary Sport Management	3
Choose three of the following:		9
SPM 3104	Sport Facility Planning and Management	
SPM 3109	Sport Event Management and Revenue Generation	
SPM 3115	Managing a Sport Organization	
SPM 3306	Sports Marketing	
SPM 3403	Communication and Social Media in Sports	
SPM 3512	Sport Sales and Fundraising	
SPM 3941	Sport Management Internship	
SPM 4003	Sport Management Careers Seminar	
SPM 4012	Sociology of Sport	
SPM 4054	Sport Betting	
SPM 4162	Esports Management	
SPM 4203	Environmental Sustainability in Sport	
SPM 4505	Sport Business and Finance	
SPM 4604	Sport Leadership and Governance Around the World	
SPM 4703	Sport Analytics	
SPM 4723	Sport Law and Risk Management	