

SPORTS AND ENTERTAINMENT MANAGEMENT (CERTIFICATE)

Catalog Effective Term: Fall 2024

Program Code: CTSEM

Credential: Certificate

In this program, students will focus on the unique sports and entertainment management industries. They will be introduced to the variety of sports and entertainment employment opportunities such as ticket sales, event management or representing a professional athlete or team. Students will develop analytical, critical thinking, and problem-solving skills that sports and entertainment industry employers are looking for. Innovative instruction from professionals and collaborative learning will enhance their experience.

Minimum Credits Required for the Program: 18

Code	Title	Credits
Major/Area Requirements		
BMG 165	Introduction to Sports and Entertainment Management	3
BMG 166	Sports and Entertainment Communications and Public Relations	3
BMG 167	Sports and Entertainment Agency Management	3
BMG 168	Facilities and Event Management	3
BMG 169	Sports and Entertainment Marketing	3
BMG 230	Principles of Management	3
Total Credits		18