



## Sport Management

UNIVERSITY OF MINNESOTA

**Driven to Discover<sup>SM</sup>**

**College of Education + Human Development**

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# CE+HD

College of Education + Human Development



**THE CE+HD ADVANTAGE** Our students take many paths through our College, but they are all committed to one vision: a better future.

**Have you thought about turning your love of sports into a career?** As a sport management major, you will explore the many sides of the sports business, including marketing and promotions, facility and event management, socio-cultural issues, and law. You'll engage in critiquing and evaluating the role sports play in our culture and develop skills that will prepare you to market and promote sports teams, manage events and facilities, or encourage the potential in youth by directing community sports programs. Students can choose an emphasis in sport management or youth services and development.

## PROGRAM HIGHLIGHTS

- A core curriculum with personalized electives**
- A field study course** gives you hands-on experience in an area of sport management of your choice
- Undergraduate research opportunities** at the Sport Business Institute, the Sport Marketing Research Group, the Tucker Center for Research on Girls & Women in Sport, and other centers
- Learning abroad opportunities**, such as global sport management in Sweden or Italy
- Located in the heart of the Twin Cities**—home to ten professional sports teams and eight college and university athletic programs
- A senior seminar** focuses on your future career
- Dedicated, internationally recognized faculty**

## CAREERS WITH MEANING

Potential employers include:

- Sport agencies**
- Park and recreation**
- Sport marketing firms**
- Sport media**
- Athletic teams**

This program also prepares students for advanced degrees in kinesiology, recreation, marketing, sport management, and more.

## PROGRAM OVERVIEW

- Foundation courses**, such as public speaking, sociology, psychology, and community health
- Major courses**, including sport marketing, management, ticketing sales, facility and event management, ethics, legal aspects of sport, and more
- Focus areas:** leadership, human resource management, and sales

## SEE YOURSELF HERE

The College of Education and Human Development offers a unique blend of classroom learning and real-world experiences. We prepare students to make a difference in the lives of individuals, families, and communities.

The best way to see what we're all about is to visit our Twin Cities campus. Schedule your visit through the University's Office of Admissions, and tell them you're interested in the College of Education and Human Development. See [admissions.tc.umn.edu/visit](https://admissions.tc.umn.edu/visit) or call 1-800-752-1000 or 612-625-0000 (TTY 612-625-9051).

## FIND OUT MORE

For information about the College, including program details, career services, and more, check our Web site:

[cehd.umn.edu/first-year](https://cehd.umn.edu/first-year)