

UNIVERSITY OF NORTH FLORIDA

Online Sport Management Degree with Marketing Minor



100% Online
Coursework

Complete in as little as
24 months

Cohort Model

- ✓ Designed for upper division applicants (60 credit hours or an AA degree)
- ✓ Designed to provide students a comprehensive academic schedule and integrative experiences that keeps the cohort of students together throughout their two years of coursework
- ✓ Curriculum has been developed to allow students to combine a passion for sports with a strong background in sport management and marketing.
- ✓ Graduates will earn a Bachelor's Degree in Sport Management with a minor in Marketing, preparing them to meet the demands of the sport business industry.

For more information, contact:

Dr. Kristi Sweeney
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REQUIRED COURSES

Prerequisites

ACG2021 Principles of Financial Accounting

ECO2013 Principles of Macroeconomics

STA2023 Elementary Statistics for Business

Term 1

SPM2000 Intro to Sport Management

SPB3603 Diversity in Sport

SPM3306 Sport Marketing

PET3493 Issues in Sport

MAR3023 Principles of Marketing

Term 2

SPM3304 Governance & NCAA Compliance

PET4464 Sport Finance

PET3473 Communication in Sport

SPM4516 Fundraising & Development in Sport

MAR3023 Professional Selling

Term 3 (Summer)

MAR4503 Consumer Behavior

Outstanding AGC2021, ECO2013, STA2023

Term 4

SPM3948C Sport Management Practicum

PET4476 Sport Law

SPM4703 Sport Business Analytics

PET3104 Sport Facility Management

MAR3023 E-Marketing

Term 5

SPM4941 Sport Management Internship

Fall Admits
Only!



UNF

College of Education
and Human Services