CONCENTRATION IN SPORTS BUSINESS

Requirements

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Credits</th>
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<tbody>
<tr>
<td>Two of the following three courses:</td>
<td>6</td>
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<tr>
<td>MKBU 4454</td>
<td>ST: Sports Marketing</td>
<td></td>
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<tr>
<td>CMBU 4488</td>
<td>ST: Business of Sports Media</td>
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<tr>
<td>BLBU 4449</td>
<td>ST: Sports and the Law</td>
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<td>Take EITHER the third course from the above group OR one of the following courses:</td>
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<tr>
<td>BLBU 4436</td>
<td>ST: Business &amp; Ethics of Sports</td>
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<tr>
<td>INSY 3437</td>
<td>ST: Sports Analytics</td>
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Capstone Requirement

The students may complete the capstone requirement in any of three ways:

- Presenting scholarly research at the conference of an organization such as the Sports and Recreation Law Association, the Collegiate Sports Research Institute, or the North American Society for Sports Management.
- Holding an approved one-semester internship in a sports field and writing a paper about the experience.
- Traveling during summer or winter break to get an international perspective on the business of sports and writing a paper about the experience.

For more information, please visit the Sports Business program website.