CONCENTRATION IN SPORTS BUSINESS

Requirements

Course | Title | Credits
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MKBU 4454 | ST: Sports Marketing | 6
CMBU 4488 | ST: Business of Sports Media |
BLBU 4449 | ST: Sports and the Law |
Take EITHER the third course from the above group OR one of the following courses: |
BLBU 4436 | ST: Business & Ethics of Sports |
INSY 3437 | ST: Sports Analytics |
Capstone requirement

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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.