

CONCENTRATION IN SPORTS BUSINESS

Requirements

Course	Title	Credits
Two of the following three courses:		6
MKBU 4454	ST: Sports Marketing	
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:		3
BLBU 4436	ST: Business & Ethics of Sports	
INSY 3437	ST: Sports Analytics	
Capstone requirement		

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.