

# SPORT MANAGEMENT

## ASSOCIATE OF APPLIED SCIENCE DEGREE

The Sport Management program prepares students for entry-level careers in sport, fitness, and recreational organizations or for transfer to a bachelor's degree program in a related field. The program provides a foundation in sport management principles, including business operations, marketing, event management, communication, and legal and ethical considerations. Students develop practical skills through applied coursework and experiential learning opportunities that emphasize professionalism, teamwork, and workplace readiness in the sport industry.

**Develop skills in sport management principles including business operations, marketing, event management, communication**



### Career Opportunities:

Sports management is a dynamic field that combines business knowledge and practices with a passion for sports. As the sports industry continues to grow, the demand for skilled professionals in various roles is increasing. Here are some key career opportunities in sports management:

- Sports Marketing Manager
- Sports Event Coordinator
- Public Relations

For further questions about this program, please contact: [kvccadmissions@maineccc.edu](mailto:kvccadmissions@maineccc.edu)



# Sport Management

## Associate of Applied Science Degree

### Semester 1

BUS 101*	Principles of Business	3
ENG 101	English Composition	3
MAT 111	Quantitative Reasoning	3
CPT 115*	Technology for Business	3
SPT 155*	Introduction to Sport Management	3

### Semester 2

BUS 113*	Principles of Marketing	3
BUS 115*	Principles of Management	3
ENG 219	Business & Professional Writing	3
BUS 202	Spreadsheet Analysis	3
SPT 205*	Sport Facilities & Event Management	3

### Semester 3

ACC 115	Accounting for Business	3
BIO 119	Principles of Anatomy and Physiology	4
COM 104	Introduction to Communications	3
SPT 210*	Sports Marketing & PR	3
SPT 220*	Sport & Society	3

### Semester 4

BUS 116	Business Law	3
ECO 113	Principles of Macroeconomics	3
MAT 220	Statistics	4
PHI 110	Contemporary Ethics	3
SPT 250*	Internship/Capstone	3

**Total Credits 62**

## CRITERIA FOR GRADUATION

Students must complete 62 credits in the Sport Management program and achieve a minimum grade of “C” in designated common and program core courses (\*). Students must attain a final GPA of 2.0 or higher.

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#### DESCRIPTION

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#### PROGRAM LEARNING OUTCOMES

Upon completion of the Sport Management Associate in Applied Science degree, graduates will be able to:

1. Apply core sport management principles—including business operations, marketing, finance, and organizational behavior—to sport, fitness, and recreational settings.
2. Communicate professionally and ethically with diverse stakeholders using written, oral, and digital communication appropriate to sport organizations.
3. Analyze legal, ethical, and risk management issues relevant to sport and recreation organizations and apply appropriate professional standards.
4. Plan, implement, and evaluate sport-related programs or events, incorporating customer service, marketing strategies, and operational considerations.
5. Demonstrate workforce readiness through the effective use of technology, teamwork, problem-solving skills, and applied learning experiences.

#### COLLEGE ADMISSION

General admission guidelines can be found on [page 34](#) in the catalog.