

CLEARY UNIVERSITY

BBA | SPORTS PROMOTION AND MANAGEMENT

OVERVIEW

The sports industry is projected by Pricewaterhouse Coopers to reach up to \$73.5 billion by 2019. The tremendous growth happening in new sports and activities, sports facilities and events, and in sport-related goods and services will create a high demand for business professionals who have strong business skills concentrating in sports management and promotion. Graduates may find business employment opportunities in major and minor sports leagues, retail, convention and conference centers, sports agencies, health and sport recreation clubs, and sports marketing, promotion, and internet businesses.

Cleary University's Sports Promotion and Management BBA program provides students with a solid business core as well as career exploration and preparation as they enter into the sports and event industry. Students in the SPM program are required to participate in internships and experiential learning experiences allowing them to gain knowledge, build skills, and connections, increasing the student's marketability in this highly competitive field.



THE PROGRAM

The Event, Sport and Promotion Management (SPM) degree is designed for students interested in becoming business leaders within the sports industry. The program provides students with a well-rounded business education in the areas of accounting and finance, business law, international business, management, and marketing.

Specific coursework covers key content areas in sports marketing and management including sports management, marketing and promotion, finance and economics, legal and ethical issues, risk management, and sport operations including food and beverage and facilities management. In addition, students will participate in an internship or experiential learning experience to gain valuable, real-world experience.

CAREER BENEFITS AND OPTIONS

SPM students will gain the knowledge and skills to apply business management and promotion concepts in the sports industry. Graduates may receive positions in management, marketing, sales, promotion, and accounting or finance within a variety of business settings including professional and amateur sports organizations, private and commercial sport fitness and recreation, sport event management, sports finance, front office management, and sports marketing.

FINANCIAL AID

Grants, loans, and scholarships are available to qualified students. Financial aid counseling is available through the Financial Aid Office at 800.686.1883 or finaid@cleary.edu. Apply for financial aid by visiting fafsa.ed.gov. The Cleary University school code is: 002246

TAUGHT BY EXPERTS

Our instructors are thought leaders and experts in their respective fields. Cleary professors provide relevant and practical experience and knowledge that can be applied in the workplace.

ADMISSION

Applicants must meet Cleary University admission standards and provide official high school transcripts. When applicable, candidates may require SAT test score submission.

APPLICATION REQUIREMENTS

1. Complete online application (Fees may apply)
2. Forward official transcripts to the records office
3. Apply for Financial Aid

Apply online at **CLEARY.EDU**



COURSES AND SAMPLE TIMELINE

FIRST YEAR

Fall Semester

BAC 1000	Foundations in Undergraduate Studies	1 credit
BAC 1010	Academic Communication, Technology, Success	3 credits
CAS 1500	Microsoft Office Applications	3 credits
MGT 1500	Intro. to Business	3 credits
ENG 1600	Business Composition	3 credits
	Elective Credit	3 credits
Total		16 credits

Spring Semester

ECO 2500	Macroeconomics	3 credits
MKT 1500	Enterprise Marketing	3 credits
MGT 1600	Intro. to Management	3 credits
MTH 1800	Intro. to Business Statistics	3 credits
	Elective Credit	2 credits
Total		14 credits

SECOND YEAR

Fall Semester

ACC 2411	Principles of Accounting 1	4 credits
FIN 2000	Intro. to Business Finance	3 credits
	Elective Credit	3 credits
	Elective Credit	3 credits
	Elective Credit	2 credits
Total		15 credits

Spring Semester

BAC 3000	Business Research and Communication	3 credits
ENT 4050	Creativity and Innovation	3 credits
LAW 3200	Business Ethics and Legal Issues	3 credits
SEM 3150	Sports and Event Planning	3 credits
	Elective Credit	3 credits
Total		15 credits

THIRD YEAR

Fall Semester

ECO 3200	Managerial Economics	3 credits
MGT 3400	Managing Projects and Processes in Organizations	3 credits
MTH 3440	Quantitative Business Analysis	3 credits
SEM 3170	Event/Sports Site Selection and Management	3 credits
	Elective Credit	3 credits
Total		15 credits

Spring Semester

ACC 4012	Financial and Managerial Accounting	3 credits
BCS 4400	Technology and the Organization	3 credits
MGT 4000	Management Skills Seminar	3 credits
MKT 4150	Interactive Marketing	3 credits
SEM 3190	Event/Sports Food and Beverage Management	3 credits
Total		15 credits

FOURTH YEAR

Fall Semester

FIN 4000	Financial Management	3 credits
INT 0003	Internship	3 credits
MKT 4350	New Media Theory and Practice	3 credits
SEM 4400	Sports and Event Law	3 credits
SEM 4100	Sports/Event Marketing, Promotions and PR	3 credits
Total		15 credits

Spring Semester

MGT 4200	International Business	3 credits
SEM 4300	Sports/Event Financial Mgmt	3 credits
SEM 4500	Sports/Event Neg. Contracting and Risk Mgmt	3 credits
	Elective Credit	3 credits
	Elective Credit	3 credits
Total		15 credits
Total Credits		120

Information provided is accurate at the time of production. Please see the full Academic Catalog on our website for complete degree and course information. Cleary reserves the right to change academic programs, policies, regulations, fees, calendars, courses, and/or degree requirements as needed or required.



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