

# Sport Management CURRICULUM

## Courses

### Awareness

- Contemporary Sport Management
- Facility and Venue Management
- Research Methods in Sport
- Public Speaking\*
- Principles of Accounting\*

### Understanding

- Sport Law
- Sport Marketing
- Sport Sales and Promotion
- Sport Finance
- Business Communications\*
- Sports Information\*

### Application

- Internship in Sport Management<sup>#</sup>
- Event Management
- Sport Leadership and Ethics
- Principles of Management  
and Organizational Behavior\*

*\*Course offered by department outside Sport Management*

*<sup>#</sup>A full-time, 400-plus hour experiential opportunity in a professional interest area*

## Curriculum infused with Elon Learning Experiences

**Internship • Leadership • Service • Study Abroad • Undergraduate Research**