



Eastern Kentucky University is a nationally recognized public university located in Richmond, Kentucky. ECU began offering online degrees in 2006 and continues to service students with both on-campus and online offerings.

100% Online Bachelor of Science in Sport Management

Eastern Kentucky University's online bachelor of science in sport management degree prepares students for rewarding careers in the complex and challenging sports industry. The program provides students with the leadership and management skills needed to successfully combine a love of sports and business insight to propel the industry forward. Graduates are prepared to take on key positions with sports teams and associations or to pursue graduate studies.



100%
ONLINE



\$443 PER
CREDIT HOUR

CONCENTRATIONS

- Management
- Applied Professional Studies

 [EKU Online Sport Management](#)

BENEFITS

- Accelerated 8-week terms
- Courses begin 6 times per year
- Free textbooks for all students with [EKU BookSmart](#)
- Generous credit transfer policy
- ECU is a NCAA Division I competitor
- [Reduced tuition for active duty military members and their spouses](#)
- No campus visits required
- Personal advisors stay with you from application to graduation
- Free online tutoring and career services assistance
- Study anytime, from anywhere

521 Lancaster Ave.
Richmond, KY 40475

859-622-4455

onlinedegrees@eku.edu

EASTERN KENTUCKY UNIVERSITY

CORE COURSES

Foundations of Sport Science - ESS 201

Introduction to the profession, exposure to professional standards in the field, and historical perspective and philosophies in physical education and sports science.

Legal Issues in Sport - ESS 322

Legal issues involved in the supervision, management, and business operations of sport. A critical perspective of the American legal system as it applies to sport.

Policy and Governance in Sport - ESS 324

Designed to encourage students to integrate management theory with governance and policy development. Provides an overview of the sport industry from the perspective of the sport management professional.

Sport in American Society - ESS 327

Impact of sport in American society with attention to relationship of political, economic, ethnic, and institutional forces operating within the phenomenon of sport.

Sport Finance - ESS 328

Course will examine all aspects of successful sport business operations, including budgeting, legal issues, marketing, competitive positioning, regulatory compliance, and strategies for success in sport and recreation industry.

Management of Sport Organizations - ESS 400

Aspects of sport management including disciplinary foundations of sport, theoretical and applied foundations of organization and management, opportunities available in various segments of the sport industry, and professional preparation and development.

Psychology of Coaching - ESS 423

Study of the dynamics of coaching including performance enhancement and understanding the functions of the coaching process.

Internship: Sport Management -ESS 470

Supervised experiences in the directing of sports and physical activities in various settings. May be retaken to a maximum of six hours.

Sport Communications - ESS 530

Students will explore and apply communication theories to the sport and exercise industry. Emphasis will be on examination of public and media relations with a special focus on organizational communication to external and internal publics.

EKU UNDERGRADUATE CATALOG

SUPPORTING COURSE REQUIREMENTS - SELECT A CONCENTRATION AREA

APPLIED PROFESSIONAL STUDIES . . . 33 HOURS

CORE CONCENTRATION COURSES:

Interpersonal Communication - CMS 200

A theoretical and practical study of interpersonal communication. Students will explore the influence of technology on relationships and will learn strategies to enhance interpersonal relationships through self-disclosure, verbal and nonverbal messages, and effective conflict management.

Team Building and Small Group Communication - CMS 310

Study the role of communication in the development of group norms, roles, leadership styles, problem-solving techniques and decision-making techniques in team building and small group interactions in both face to face and virtual team environments.

Leaders Without Titles - EES 450

This course focuses on the personal dimensions that are needed to form the foundation of one's competencies and abilities to lead self and others.

Professional Skills Development - GSD 399

Will help students recognize and build skills needed for desired career fields. Topics include: job search, resumes, cover letters, interview skills, and making connections between academic experiences and professional goals.

Introduction to Counseling and Human Services - HSR 300

This introductory course will cover the functions, history, ethical standards, theories, basic listening skills, and cultural competencies required for professionals in the field of Human Services.

Management of Recreation Services - REC 401

Management concepts and processes, organizational structure, policies, personnel, budget, and fiscal management, marketing and public relations, legal issues, and risk management.

SUPPORTING CONCENTRATION COURSES:

Research, Writing and Rhetoric - ENG 102

A writing course refining component of ENG 101/101R studying information sources and research methods; accessing, critically reading, evaluating, integrating, and documenting primary and secondary sources; utilizing information technology for inquiry, analysis, and argumentation.

Introduction to Psychology - PSY 200

A survey of the major content areas and methods of psychology, including history, biological correlates, cognition, language, intelligence, motivation, emotion, development, personality, abnormal, therapy, and social behavior.

Social Psychology - PSY 300

A study of the power of situations and the social environment to affect human behavior. Topics include: attitudes, persuasion, prejudice, discrimination, group behavior, interpersonal attraction, aggression and prosocial behavior.

OR

Psychology of Personality - PSY 305

Basic approaches to the study of personality. Theories and research about how personality affects behavior and life outcomes.

Introductory Sociology - SOC 131

Basic principles in sociology, including socialization, groups and interaction, culture, social structure, and institutions (family, education, religion, politics, economics), crime/deviance, social inequalities (race, class, gender), and sociological research methods and theories.

Gender and Society - SOC 399

Emphasis on the relationship between the social construction of gender and the experiences of people of all genders in societies. Consideration of the cultural and historical construction of gender and identity.

MANAGEMENT . . . 30 HOURS

CORE CONCENTRATION COURSES:

Survey of Accounting - ACC 200

Survey of foundational concepts in accounting for the user and the preparer of financial statements. Emphasis on (a) how business transaction impact financial statements and (b) measurement and behavior of costs to identify and solve business problems.

Fundamentals of Business Law and Ethics - BUS 204

Topics include business organizations; contract, employment, agency, constitutional, and criminal law; torts; real and intellectual property; and debtor/creditor issues, as well as ethical and socially responsible decision making.

Professional Skills Development - GSD 399

Will help students recognize and build skills needed for desired career fields. Topics include: job search, resumes, cover letters, interview skills, and making connections between academic experiences and professional goals.

Principles of Management - MGT 301

Management principles with emphasis on organization theory and behavior, human resources and diversity, communications, production/operations management and quality issues, business ethics, development of management thought, management in the global arena, and management careers.

Principles of Marketing - MKT 301

Overview of strategic processes involved in marketing goods and services to global markets; study of behavioral, organizational, and consumer variables in decision processes; use of the marketing mix and marketing information to affect buyer decisions.

Management of Recreation Services - REC 401

Management concepts and processes, organizational structure, policies, personnel, budget, and fiscal management, marketing and public relations, legal issues, and risk management.

SUPPORTING CONCENTRATION COURSES:

Interpersonal Communication - CMS 200

A theoretical and practical study of interpersonal communication. Students will explore the influence of technology on relationships and will learn strategies to enhance interpersonal relationships through self-disclosure, verbal and nonverbal messages, and effective conflict management.

Fundamentals of Microeconomics - ECO 230

Microeconomic principles, including the study of opportunity cost, consumer and producer choices, market demand and supply, pricing and resource allocation, comparative advantage and international trade.

Computer Literacy with Software Applications - INF 104

Implications of the use and misuse of computers. The effect of computers on society. Software applications such as word processors, spread sheets, databases, and graphics.

Mathematics with Applications - MAT 105 or higher

FREE ELECTIVES . . . 21 - 24 HOURS

A total of 120 credit hours are required for the B.S. in Sport Management. Additional requirements not listed include EKU's standard general education requirements.

What can I do with this degree?

CAREER OUTLOOK

According to the Bureau of Labor Statistics (BLS), employment of entertainment and sports occupations is projected to grow 13 percent through 2031, faster than the average for all occupations. Strong demand from the public for entertainment, as well as the increasing popularity of sports, will contribute to job growth for the entertainment and sports occupations. The median annual wage for entertainment and sports occupations was \$49,470 in May 2021, which was higher than the median annual wage for all occupations.

Job Opportunities Include:

- Game day coordinators
- Athletic administrator
- Event coordinator
- Sports marketing
- Facility operations manager
- Financial and contract analyst
- Guest relations manager
- Corporate partnerships manager

SALARY ESTIMATES

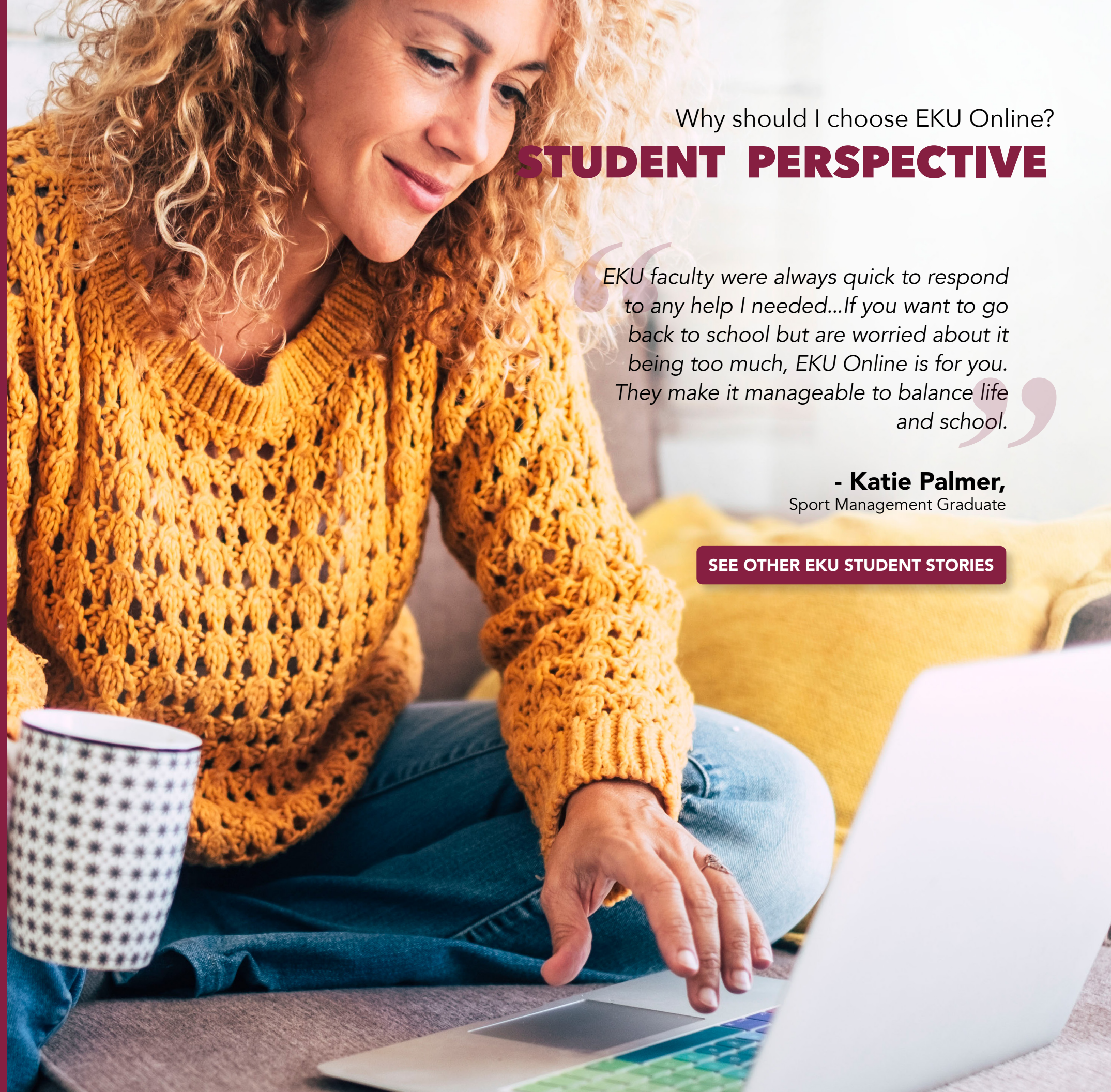
Why should I choose ECU Online?

STUDENT PERSPECTIVE

“ECU faculty were always quick to respond to any help I needed...If you want to go back to school but are worried about it being too much, ECU Online is for you. They make it manageable to balance life and school.”

- Katie Palmer,
Sport Management Graduate

SEE OTHER ECU STUDENT STORIES



Can I afford to go back to school?

FINANCIAL AID & SCHOLARSHIPS

Paying for school doesn't have to be overwhelming. Almost everyone, regardless of income, can qualify for some form of financial aid. We're here to help you learn about available options and what may be right for your unique situation.

- Grants
- Federal Loans
- Private Loans
- Military Benefits
- Departmental Scholarships
- Outside Scholarships
- Foundation Scholarships
- Employer Tuition Reimbursement

MORE FINANCIAL AID INFO

Questions about financial aid?

Big E Central

BigECentral@eku.edu

(859) 622-2361

EKU Online offers a range of scholarships designed to address the financial needs of our students, lower the overall cost of attendance and reward a student's scholastic achievements.

EKU UNIVERSITY SCHOLARSHIPS

Start Strong Scholarship Fund (undergraduate programs only)

The Start Strong Scholarship provides up to \$2,000 per year of need-based scholarship funds for newly admitted undergraduate students. Candidates must have a completed FAFSA application, but are not required to be eligible for FAFSA awarded funding.

Stay Strong Scholarship Fund (undergraduate programs only)

The Stay Strong Scholarship provides up to \$1,000 per year of need-based scholarship funds for qualified undergraduate students who have completed two semesters with EKU Online and have earned a 3.5 GPA or higher their previous semester. Candidates must have a completed FAFSA application, but are not required to be eligible for FAFSA awarded funding.

Omega Nu Lambda Honor Society Scholarship Fund

In recognition of your accomplishments as an online student, Omega Nu Lambda Honor Society provides members with an opportunity to apply for a scholarship in both fall and spring. Fall scholarships are announced in November and spring are announced in April.

EKU Foundation Scholarship

The Eastern Kentucky University Foundation, through the generosity of its donors, offers a variety of scholarship opportunities to deserving students. EKU Foundation scholarships are awarded through the University Scholarship Office and at college and department levels. New and renewable awards of [EKU Foundation scholarships](#) are subject to available funds each year.

MORE SCHOLARSHIP INFO

I'm in! How do I get started?

APPLICATION & ADMISSION INFO

When will I start classes?

APPLICATION DEADLINES

TERM	APPLY BY	BEGIN CLASSES
Fall A	July 5	August
Fall B	August 31	October
Spring A	November 30	January
Spring B	January 31	March
Summer A	April 5	May
Summer B	May 31	June

What do I need to apply?

ADMISSION REQUIREMENTS

First-Time Freshman

- Standard Admission:
high school cumulative GPA (unweighted): 2.50 or higher
- Success First Admission:
high school cumulative GPA (unweighted): 2.00-2.49
- Minimum high school GPA of 2.0 on a 4.0 scale

While test scores are not required for admissions purposes, students are encouraged to submit test scores for proper course placement in English and mathematics courses.

Transfer Students

- Cumulative grade point average (GPA) of 2.0 on a 4.0 scale
- In good academic and financial standing at previous institution
- Students who have earned 23 hours or fewer of college credits after high school graduation must also provide a final high school transcript and meet the requirements for incoming freshmen

ADMISSION INFORMATION

How do I apply?

APPLICATION PROCESS

First-time Freshman:

Step 1: Complete the free online application at:
https://application.eku.edu/portal/apply_eku

START MY APPLICATION

Step 2: Submit your high school transcripts to the Office of Admissions.

Step 3: Submit ACT or SAT scores (not required, but encouraged for determining appropriate course placement).

Transfer Students:

Step 1: Complete the free online application at:
https://application.eku.edu/portal/apply_eku

START MY APPLICATION

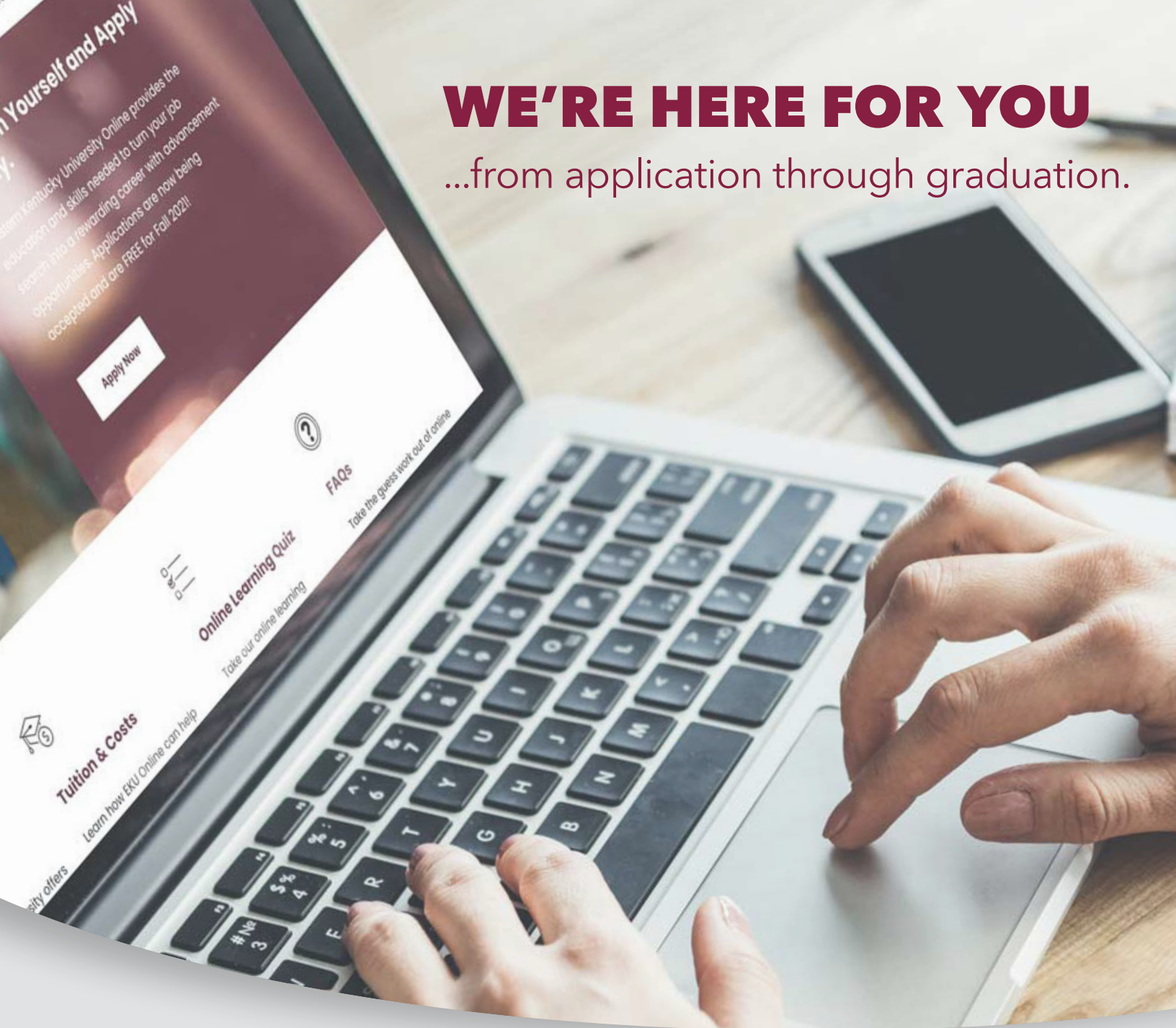
Step 2: Send us your high school transcript (if you have 23 or fewer credit hours).

Step 3: Send us your official transcripts from each accredited university you attended, including dual credit from high school.

What are you waiting for?

GET STARTED TODAY!





WE'RE HERE FOR YOU
...from application through graduation.



Chris Adkins
Enrollment Advisor



859-622-7568



Christopher.Adkins@eku.edu

EKU
ONLINE

SCHEDULE A CALL

Eastern Kentucky University is an Equal Opportunity employer and educational institution and does not discriminate on the basis of age (40 and over), race, color, religion, sex, sexual orientation, gender identity, gender expression, pregnancy, ethnicity, disability, national origin, veteran status, and/or genetic information in the admission to, or participation in, any educational program or activity (e.g., athletics, academics and housing) which it conducts, or in any employment policy or practice. Any complaint arising by reason of alleged discrimination should be directed to the Office of Institutional Equity, Eastern Kentucky University, Jones Bldg. Room 416, Richmond, Kentucky 40475 (859) 622-8020, or the Assistant Secretary for Civil Rights, U.S. Department of Education, Office for Civil Rights, Lyndon Baines Johnson Department of Education Building, 400 Maryland Avenue, SW, Washington, DC. 20202 1-800-421-3481(V), 1-800- 877-8339 (TTY).