

SPORTS ADMINISTRATION, CERTIFICATE

Requirements for an undergraduate certificate may be completed at any campus location offering the specified courses for the certificate.

Program Description

This 15-credit interdisciplinary program offers students an introduction to different aspects of sports administration careers, broadly defined. Students who complete this certificate will enhance their portfolios and career opportunities to include working in the fields of sports management, business/retail, media, sporting teams, and recreational programs.

What is Sports Administration?

Sport management is the broad field of business associated with athletics, sports teams and recreation.

You Might Like This Program If...

- You enjoy sports and recreation.
- You desire to add this knowledge to your major program of study.

Entrance to Certificate

Students should be aware of possible course prerequisites for some of the listed courses.

Program Requirements

To earn an undergraduate certificate in Sports Administration, a minimum of 15 credits is required.

Code	Title	Credits
Required Courses		
COMM 170	Introduction to the Sports Industry	3
Select 3 credits from the following:		3
BA 495A	Business Internship	
CAS 495	Internship	
COMM 495	Internship	
MGMT 495	Internship	
PSYCH 495	Internship	
Select 9 credits from one of the following tracks:		9
<i>Sports Business and Data Analytics</i>		
ACCTG 211	Financial and Managerial Accounting for Decision Making	
ECON 460	Issues in Sports Economics	
FIN 301	Corporation Finance	
MIS 345	Introduction to Data Analytics	
<i>Sports Event Planning and Promotion</i>		
CAS 182N	Communication and Sport	
CAS 252	Business and Professional Communication	
COMM 100N	The Mass Media and Society	
COMM 320	Introduction to Advertising (Third Semester Standing)	
COMM 370	Public Relations	
COMM 412	Sports, Media and Society	

COMM 458	Media Law and Ethics
COMM 472	Public Relations Event Planning
COMM 476	Sports Writing
COMM 478	Sports Information
CRIMJ/CRIM/SOC 467	Law and Society
MGMT 433	Leadership and Team Building
MKTG 310	Public Relations and Marketing
MKTG 443	Sports Marketing
<i>Sports Marketing</i>	
COMM 100N	The Mass Media and Society
COMM 458	Media Law and Ethics
CRIM/CRIMJ/SOC 467	Law and Society
MKTG 327	Retailing
MKTG 410	Personal Selling
MKTG 443	Sports Marketing
MKTG 449	Sports Business Market Strategy
MKTG 480	Intermediate Social Media Marketing
MKTG 485	Business-to-Business Marketing
<i>Sports Health and Wellness Management</i>	
KINES 24	Lifetime Sports
KINES 341	The Historical, Cultural, and Social Dynamics of Sport
KINES 395B/AMST 441	Leadership Practicum: KINES
KINES 441	History of Sport in American Society
NUTR 251	Introductory Principles of Nutrition
NUTR 407	Nutrition for Exercise and Sports

Certificate Learning Objectives

- **Apply Knowledge:** Student will be able to apply knowledge gained from coursework to internship setting.
- **Communication Skills:** Students will be able to communicate both in written and oral format.
- **Problem Solving:** Students will be able to recognize problems and develop solutions in sports administration.

Academic Advising

The objectives of the university's academic advising program are to help advisees identify and achieve their academic goals, to promote their intellectual discovery, and to encourage students to take advantage of both in-and out-of class educational opportunities in order that they become self-directed learners and decision makers.

Both advisers and advisees share responsibility for making the advising relationship succeed. By encouraging their advisees to become engaged in their education, to meet their educational goals, and to develop the habit of learning, advisers assume a significant educational role. The advisee's unit of enrollment will provide each advisee with a primary academic adviser, the information needed to plan the chosen program of study, and referrals to other specialized resources.

READ SENATE POLICY 32-00: ADVISING POLICY (<https://senate.psu.edu/policies-and-rules-for-undergraduate-students/32-00-advising-policy/>)

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