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LaGrange College

Course Catalog - Sports Management

B.B.A. with a Concentration in Sports Management - B.B.A. with a Concentration in Sports Management

Type:Major

The Department of Business is committed to providing degree programs that will prepare students to thrive in the corporate arena, in mission-based enterprises, or as entrepreneurs. Program faculty support the college-wide student learning outcomes of communication, critical thinking, creativity, and connectivity through a series of courses that develop an increasingly nuanced understanding of the complexities of business. Sports Management is a concentration offered within the Business Program that prepare students who intend to work in the front office, in sports sales or marketing, in athletic departments in educational institutions, or as clients representing athletes in diverse fields.

A student seeking to earn a BBA with a concentration in Sports Management must satisfy the Gateway (pre-major) courses, complete the Business Common Core, and 18 hours of concentration courses. In addition to satisfying the Gateway courses, potential majors must have an overall GPA of 2.50 on a 4.0 scale.

Once a student has been accepted into the BBA program, all classes must be completed with a C- or higher to count toward the department's graduation requirements. A student who earns less than a C- in a major course will need to repeat the course in a subsequent semester.

Students pursuing a Bachelor of Business Administration degree must complete 51 semester hours of major coursework above the general education (Ethos) requirements of 44 hours. Students will complete the total required 120 hours as follows:

Core Requirements	44 hours
Gateway courses (pre-major)	9 hours
Common Business Core	27 hours
Concentration Core	18 hours
General Electives	13 hours
Total	120 hours

Common Business Core

The required courses in the Common Business Core include the following:

	ACCT 2212	
FNCE 3353	MATH 1114 or PSYC 2298	
MGMT 3312	MGMT 3370	MGMT 3385
MGMT 3393	MGMT 4451	MRKT 3380

Concentration Core

Sports Management

Students choosing the Sports Management concentration must complete:

- [FNCE 4100](#) Sports Sales and Fundraising
- [SPMG 3000](#) Introduction to Sports Management
- [SPMG 3100](#) Sports Marketing
- [SPMG 4000](#) Sports Law
- [SPMG 4200](#) Facilities and Event Management
- [SPMG 4460](#) Internship in Sports Management

Sports Management - Minor in Sports Management

Type:Minor

Any student not pursuing the BBA degree is eligible to complete the minor in Sports Management. Students will gain a broad understanding of the discipline by studying sports business fundamentals, sports marketing, sports law, and event planning: competencies that the sports industry is actively seeking.

A minor in Sports Management consists of the following 15 semester hours of coursework:

- [MGMT 2200](#)
- [SPMG 3000](#)
- [SPMG 3100](#)

- [SPMG 4000](#)
 - [SPMG 4200](#)
-

SPMG 3000 - Introduction to Sports Management

This course will examine historical and philosophical aspects of sports management while giving an overview of current issues and career opportunities in sports management. The course will provide introductory exposure to: the historical evolution of sports, the role of media in sports, and legal and ethical issues in sports management. Students will formulate personal and career goals.

Grade Basis: AL

Credit hours: 3.0

Lecture hours: 3.0

Prerequisites:

- [ACCT 2211](#) - Principles of Financial Accounting
- [ECON 2200](#) - Principles of Economics
- [MGMT 2200](#) - Foundations in Business

Restrictions:

- Offered in spring semester
-

SPMG 3100 - Sports Marketing

This course examines the world of sports as a business and will focus on attracting the ultimate customer—sports fans—in an increasingly competitive, fragmented and global service. The course will discuss the management of sports at professional, collegiate and special event levels focusing on the role marketing plays in planning and decision making in attracting fans and the other major customer—sponsors. Other topical areas will include: sports branding; athlete management; globalization; event sponsorship and marketing; media involvement; fantasy sports; sports vendors; sports innovations and the value and ROI of investing in sports. Students will study current opportunities and threats facing sports and entertainment properties and trends that may impact the future of sports and its various audiences. Guest experts will lecture in various classes giving students a firsthand opportunity to ask questions of sports marketing and management leaders.

Grade Basis: AL

Credit hours: 3.0

Lecture hours: 3.0

Prerequisites:

- [ACCT 2211](#) - Principles of Financial Accounting
- [ECON 2200](#) - Principles of Economics

- [MGMT 2200](#) - Foundations in Business
- [MRKT 3380](#) - Principles of Marketing

Restrictions:

- Offered in Spring terms
-

SPMG 4000 - Sports Law

This course will examine selected legal, financial, and policy issues and disputes that arise in the business of sports. The course will also include (to the maximum degree possible) discussions about new landmark judicial decisions, as well as, significant NCAA infractions cases and Olympic sports arbitration awards. Students are also provided an opportunity to debate complex issues related to the application of antitrust, labor, and intellectual property law to sports. Prerequisite: SPMG 3000

Grade Basis: AL

Credit hours: 3.0

Lecture hours: 3.0

Restrictions:

- Offered in fall semester
-

SPMG 4200 - Facilities and Events Management

This course will provide students with the skills necessary to effectively manage sport and fitness facilities and events. This course will examine all of the facets of public assembly facility management as they relate to sports arenas, ballparks, stadiums and other venues. Among the topics to be presented and explored will be: event booking, finance, marketing, operations, scheduling, staffing and ticketing.

Grade Basis: L

Credit hours: 3.0

Lecture hours: 3.0

Prerequisites:

- [SPMG 3000](#) - Introduction to Sports Management

Restrictions:

- Offered in spring semester
-

SPMG 4460 - Internship in Sports Management

All Sports Management majors are required to complete an internship during the fall, spring, or summer session. The course presents a valuable learning opportunity for a student to work in a professional environment and expand his or her understanding of the practical applications of the business of sports. After the internship application is approved by the Career Center and the grading faculty instructor, the student will develop a learning contract to specify the site supervisor's expectations, what the student anticipates learning, and how that learning will be assessed. It is possible for a student to repeat an internship (at the same or a different site) upon the approval of the grading faculty instructor.

Grade Basis: L

Credit hours: 3.0

Lecture hours: 3.0

Restrictions:

- Offered in fall, spring, and summer terms
- must have junior status and be in good academic standing

Last updated: 02/10/2023

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