

SPORT MANAGEMENT

Minnesota State Mankato's Sport Management Program is the oldest in the Midwest. Over the years, it has evolved into a nationally recognized program with a strong tradition of academic excellence and applied hands-on learning experiences. Currently, the program has the greatest number of Human Performance undergraduate and graduate students of any program within the department. The curriculum meets the guidelines recommended by the North American Society of Sport Managers (NASSM) yet also emphasizes the importance of experiential learning and applying information to real-world sport management problems and issues.

PROGRAMS



DEGREES AND CERTIFICATES

- Bachelor of Science in Sport Management
- Athletic Coaching Minor
- Master of Science in Sport Management

ABOUT THE PROGRAM

Sport Management is a business degree with a focus on managing sport, exercise, and fitness. The Sport Management B.S. prepares students to plan and manage sport experiences in a variety of private, public, and commercial settings such as professional sport teams, college sport athletic departments, sport facilities/arenas, health and fitness organizations, sport tourism, and many others!

REAL-WORLD CONNECTIONS



SKILLS AND TALENTS

- Critical Thinking
- Professional Communication and Behaviors
- Self-Awareness
- Values and Ethics
- Advocacy
- Cultural Competence

CAREERS

- Athletic Director
- Sports Marketing
- Operations Management
- Head Coach
- Recruiter
- Sports Agent

EMPLOYERS

- Community and Civic Centers
- Mankato MoonDogs
- Minnesota Twins
- Minnesota Vikings
- YMCA
- Scheels

INSPIRED ACTION



EMPLOYMENT RATE

94.9%
of program graduates begin their careers within one year of graduation.

Graduates: 251
Respondents: 230
link.mnsu.edu/graduate-follow-up

MEDIAN SALARY

\$116,880
The median annual wage for Management occupations in May 2023.

Bureau of Labor Statistics, U.S. Department of Labor, Occupational Outlook Handbook, Management occupations, at link.mnsu.edu/sport-management-salary

PROGRAM WEBSITE



ahn.mnsu.edu/hp/sm/

SAMPLE FOUR-YEAR PLAN - SPORT MANAGEMENT, BS

First Year (Fall)	First Year (Spring)
ENG 101 Foundations of Writing & Rhetoric (4) COMM 100 Fundamentals of Communication (3) OR COMM 102 Public Speaking (3) MATH 112 College Algebra (4) General Education Course (3)	PSYCH 101 Introduction to Psychological Science (4) SOC 101 Introduction to Sociology (3) ECON 201 Principles of Macroeconomics (3) OR ECON 202 Principles of Microeconomics (3) General Education Course (4)
Second Year (Fall)	Second Year (Spring)
HP 141 Introduction to Sport Management (3) ACCT 200 Financial Accounting (3) HP 290 Psycho-Social Aspects of Sport (3) Diverse Cultures Course (4) Minor Course (3)	General Education Course (4) General Education Course (4) Minor Course (4) Writing Intensive Course (4)
Third Year (Fall)	Third Year (Spring)
HP 325 Ethics and Morality in Sport Management (3) HP 350 Sport Business and Professional Development (3) General Education Course (3) General Education Course (3) Minor Course (3)	HP 435 Planning Sport Facilities (3) HP 459 Financial Aspects of Sport (3) Sports Management Elective (3) Minor Course (3) Minor Course (3)
Fourth Year (Fall)	Fourth Year (Spring)
HP 462 Sport Administration (3) HP 465 Legal Aspects of Physical Education & Sport (3) HP 468 Sport Marketing (3) Sports Management Elective (3) Minor Course (3)	HP 469 Event Management in Sport (3) HP 488 Applied Sport Business (3-6) HP 496 Internship (3-6) Minor Course (3)

For more information about program requirements, visit:

mnsu.edu/academics/academic-catalog

LEARN MORE

Department of Human Performance

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