

SPORT MANAGEMENT AND LEADERSHIP MAJOR (B.S.)

<https://chhs.unh.edu/kinesiology/program/bs/sport-management-leadership-major>

Description

The Sport Management and Leadership Major at UNH prepares students for successful careers in the sport industry. The SML major meets the needs of the ever-changing sport marketplace, by balancing academic preparation through related coursework with extensive opportunities to gain experience in the sport industry. Analyzing and integrating the context/culture of sport is embedded throughout our curriculum and grounds students' preparation for careers in interscholastic, intercollegiate, and professional sport including sport marketing, event management, coaching, administration, and sport media/communication. SML also prepares students for graduate study in areas such as sport law, sport business, sport psychology, or sport communication.

Majors take a core of foundation courses, in addition to applied electives and choose one of three focus areas: Sport Marketing and Event Management, Coaching/Athletic Administration, or Sport Media/Communication. In addition, a targeted internship experience is required since it is critical to career development. Students in this major are expected to complete a minor, cognate or a double major in a related field (e.g. business, communication, english/journalism, psychology, education) that ensures breadth and depth as well as appropriate knowledge and skills for entry into a sport-related career. Interested students should consult with major coordinator, Gretchen Browne, Gretchen.Browne@unh.edu.

Requirements

Degree Requirements

Minimum Credit Requirement: 128 credits

Minimum Residency Requirement: 32 credits must be taken at UNH

Minimum GPA: 2.0 required for conferral*

Core Curriculum Required: Discovery & Writing Program Requirements

Foreign Language Requirement: No

All Major, Option and Elective Requirements as indicated.

*Major GPA requirements as indicated.

Major Requirements¹

Majors must earn a grade of B- or better in SML 580 Sport Industry, and a grade of C or better in an approved statistics course as well as each required Sport Management and Leadership course.

Code	Title	Credits
Core Courses		
SML 580	Sport Industry	4
SML 645	Leadership in Sport	4
SML 650C	Internship in Sport Management and Leadership	1-8
SML 741W	Social Issues in Contemporary Sports	4
SML 761	Career Development in Sport Management and Leadership ²	4

PSYC 402 or SOC 402 or ADMN 510 or HMP 540	Statistics in Psychology ³ Statistics Business Analytics and Statistics Statistics for Health and Human Service Professionals	4
Focus Area		
Select a focus area from the below (12 credits):		12
Sport Marketing and Event Management		
SML 564	Introduction to Sport Marketing	4
Select 8 credits from the following:		
SML 630	Sport Facility and Event Management	4
SML 634	Sport Sponsorship and Sales	4
SML 764	Advanced Sport Marketing	4
SML 738	Sport Finance	4
SML 643	Social Media Marketing in Sport	4
Coaching/Athletic Administration		
SML 565	Principles of Coaching	4
Select 8 credits from the following:		
SML 565A	Clinical Practice in Coaching	2
SML 560	Sport Psychology	4
SML 630	Sport Facility and Event Management	4
SML 765	Advanced Topics in Coaching	4
SML 780	Psychological Factors in Sport	4
SML 521	Theory of Coaching Basketball	2
SML 523	Theory of Coaching Ice Hockey	2
SML 525	Theory of Coaching Soccer	2
SML 528	Theory of Coaching Track and Field	2
SML 740	Athletic Administration	4
Sport Media/Communication		
SML 562	Sport Media Relations	4
Select 8 credits from the following:		
SML 631	Sport Media Production	4
SML 643	Social Media Marketing in Sport	4
SML 564	Introduction to Sport Marketing	4
SML 630	Sport Facility and Event Management	4
Electives		
Select a minimum of 12 credits from the following: ⁴		12
SML 568	Global Perspectives in Sport	4
SML 764	Advanced Sport Marketing	4
SML 738	Sport Finance	4
SML 634	Sport Sponsorship and Sales	4
SML 564	Introduction to Sport Marketing	4
SML 565A	Clinical Practice in Coaching	2
SML 560	Sport Psychology	4
SML 565	Principles of Coaching	4
SML 562	Sport Media Relations	4
SML 740	Athletic Administration	4
SML 521	Theory of Coaching Basketball	2
SML 522	Theory of Coaching Football	2
SML 523	Theory of Coaching Ice Hockey	2
SML 525	Theory of Coaching Soccer	2
SML 528	Theory of Coaching Track and Field	2
SML 561	History of American Sport and Physical Culture	4
SML 561W	History of American Sport and Physical Culture	4
SML 630	Sport Facility and Event Management	4
SML 631	Sport Media Production	4
SML 643	Social Media Marketing in Sport	4
SML 650C	Internship in Sport Management and Leadership	1-8
SML 693	Teaching Assistantship	2
SML 696	Independent Study	2-4
SML 765	Advanced Topics in Coaching	4
SML 780	Psychological Factors in Sport	4
SML 798	Special Topics	1-4
SML 761	Career Development in Sport Management and Leadership ²	4

¹ All students are required to complete an advisor approved minor, cognate or double major or 20 credits of coursework in a related field and approved in advance by faculty adviser.

² Majors must complete a minimum of 150 hours of industry experience before they can take SML 761 Career Development in Sport Management and Leadership. Students must be enrolled as a sport management and leadership major for one full semester before taking SML 761 Career Development in Sport Management and Leadership. See adviser for details.

³ All students are required to have a minimum grade of C in Statistics, PSYC 402, SOC 402, ADMN 510 or HMP 540, or an approved Statistics course.

⁴ Electives can include any courses listed within any focus area or the two additional courses listed below, including an additional 4 credits of internship. Credits applying to a declared focus area cannot also count as elective credits.

Internal transfer applicants to Sport Management and Leadership must have at least a 2.5 GPA as well as a minimum grade of C in Statistics (PSYC 402, SOC 402, ADMN 510 or HMP 540 or another approved statistics course) and a minimum grade of B- in SML 580 Sport Industry.

Degree Plan

Sample Degree Plan

This sample degree plan serves as a general guide; students collaborate with their academic advisor to develop a personalized degree plan to meet their academic goals and program requirements.

First Year

Fall		Credits
ENGL 401	First-Year Writing	4
SML 580	Sport Industry	4
Discovery Course		4
Discovery Course		4
Credits		16

Spring

Discovery/Inquiry Course	4
Discovery Course	4
Discovery Course	4
SML Focus Area Course	4
Credits	16

Second Year

Fall	
Discovery Course	4
Discovery Course	4
Discovery/Writing Course	4
SML Focus Area Course	4
Credits	16

Spring

Discovery/Quantitative Reasoning Course (Statistics)	4
Discovery/Writing Course	4
SML 645 Leadership in Sport	4
SML Focus Area Course	4
Credits	16

Third Year

Fall		Credits
SML 741W	Social Issues in Contemporary Sports	4

SML Elective Course	4
SML Elective Course	4
Minor/Cognate Course	4

Credits 16

Spring

SML Core Course	4
SML Elective Course	4
SML or General Elective Course	4
Minor/Cognate Course	4

Credits 16

Fourth Year

Fall

SML 761	Career Development in Sport Management and Leadership (Capstone)	4
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SML Elective Course	4
Minor/Cognate Course	4
Minor/Cognate Course	4

Credits 16

Spring

Minor/Cognate Course	4
SML or General Elective Course	4
General Elective Course	4
General Elective Course	4

Credits 16

Total Credits 128

Student Learning Outcomes

Program Learning Outcomes

- SML students will understand the socio-cultural components of sport integrated throughout the curriculum while translating theory to practice in order to apply classroom knowledge in the sport setting.
- SML students will distinguish and employ effective leadership principles, management styles, and decision-making skills in sport organizations.
- SML students will identify and understand major issues in sport and how they can reflect as well as bring about change in society relative to diversity, equity, and inclusion.
- SML students will understand the importance of working collaboratively in order to effectively solve problems and reach organizational goals.
- SML students will be exposed to the basic operating principles in the sport industry in order to gain an understanding of the potential career paths.
- SML Students will be able to organize, apply and synthesize information and ideas while effectively expressing these in both oral and written form (critical and technical) through various contexts, technologies and platforms.
- SML students will develop, utilize and reflect on professional skills while demonstrating an ability to self-advocate in their career development.
- SML students will apply critical thinking and problem-solving skills to develop and analyze research data on issues related to the sport industry.