

Sport Management

Sport Management, an interdisciplinary major conducted in cooperation with the Departments of Accounting, Business Management, and Economics, is based in the Sport Studies Department. This major requires 40 credits emphasizing the practical application of knowledge through field experiences and classroom case studies. The Sport Management major is closely related to traditional business operations, including marketing and promotion, and facility and event management. All sport studies major programs contain strong interdisciplinary and field-based components with significant opportunities for practical experiences. Students may double-major in any of the department majors by completing all requirements for the two majors.

Why Guilford College?

Consistently rated nationally by *The Princeton Review* as well as being one of the 40 colleges in *Colleges that Change Lives* by Loren Pope, Guilford College inspires each student to achieve excellence through an engaging community, rooted in Quaker values, which nurtures creativity and social responsibility.

What can a Guilford education offer you?

- An urban setting near other colleges & universities with an area student population of over 27,000 students
- A consortium agreement with University of North Carolina at Greensboro, Greensboro College, Bennett College, North Carolina A&T State University, Elon University and High Point University provides students with access to courses free of charge
- A college mission statement & core values based on, and consistent with, Quaker testimonies. Guilford's core values are: Community, Diversity, Equality, Excellence, Integrity, Justice & Stewardship.
- A challenging academic program which emphasizes not only academic tracks and the learning process, but also the interconnection between curricular and co-curricular pursuits
- A diverse student population providing a stimulating peer environment
- Excellent study abroad programs in China, England, France, Germany, Ghana, Ireland, Italy, Japan, Mexico, Netherlands, Scotland, Spain, and Wales

The academic program in Sport Management

The Bachelor of Science degree is offered in Sport Management.
Minors are offered in Sport Administration and Sport Marketing.

Required courses for the Sport Management major

The sport management major consists of 40 credit hours.

Required major courses are:

SPST 234 Sport Finance

SPST 332 Research Methods in Sport Studies

SPST 420 Organization and Administration of Sport, Exercise and Health Programs

SPST 432 Legal Aspects of Sport and Exercise

SPST 485 Internship in Sport Studies

ACCT 201 Introduction to Accounting

BUS 324 Principles of Marketing *OR*

SPST 431 Sport Marketing (Departmental approval required)

SPST 232 Sociology of Sport and Exercise *OR* SPST 247 Historical and Philosophical Perspectives on Sport

OR SPST 340 Psychology of Sport and Exercise

ECON 221 Macroeconomic Principles: "Global Vision: the U.S. in the World Economy" *OR*

ECON 222 Microeconomic Principles: Public Policy

ENGL 282 Journalism *OR*

BUS 310 Professional Communications *OR*

SPST 335 Sport Communications (Departmental approval required)

Internship Opportunities

Internships provide opportunities for students to explore career options and gain practical experience in both amateur and professional sport settings. Guilford students have completed internships with sports organizations at a variety of levels and locations. Some examples of recent sport management internships are as follows:

- Big East Conference - National Collegiate Athletic Association
- DC United - Major League Soccer
- Greensboro Grasshoppers - South Atlantic Baseball League (affiliate of Florida Marlins)
- International Management Group - professional athlete representation and sport promotion
- New York Giants - National Football League
- New York Mets - Major League Baseball
- Philadelphia Phillies - Major League Baseball
- Women's Sports Foundation
- Atlantic Coast Conference
- Carolina Panthers – National Football League
- High Point University Department of Athletics
- North Carolina Marathon
- Proehlific Park Recreation Center
- Wake Forest University Department of Athletics
- Winston Salem Dash – Carolina League Baseball (affiliated with Chicago White Sox)

Where do graduates go?

Sport Management graduates have gone on to successful careers in a variety of amateur and professional sport settings.

- Assistant Manager, Charlotte Coliseum
- President, MOJO Sports Event Solutions
- President, MBI Sports Management
- President, The Sport Management Group
- Box Office Manager, Potomac Nationals
- Assistant Director of Professional Golf Management Program, Penn State University
- Production Manager, COMCAST SPORTSNET
- Ticket Office Assistant, University of Notre Dame
- Communications Manager, Women's Tennis Association
- Director of Marketing, FIFA Women's World Cup
- Director of Game and Player Operations, Major League Soccer
- Associate Sports Information Director, Duke University
- Associate Athletic Director, University of Cincinnati
- President, Kemper Sports Management
- Director of Tennis, Princess Anne Country Club
- President, Drotman Communications
- Assistant Director of Athletics, University of San Diego
- Senior Managing Editor, Tennis Week Magazine
- Assistant Athletic Director, Vanderbilt University
- Assistant Director of Marketing/Promotions, Wake Forest University
- Director, Heritage Classic Golf Tournament

Faculty

Robert Malekoff, Assistant Professor and Program Director of Sport Management; rmalekof@guilford.edu

Kathy Tritschler, Professor

Lavon Williams, Associate Professor

Craig A. Eilbacher, Instructor

Jack Jensen, Instructor

For additional information about Sport Management at Guilford College visit www.guilford.edu/academics

