



Sport Leadership and Management



About this Composite Major

The **Sport Leadership and Management program** prepares individuals for careers in various aspects of the sports industry; it caters to students with a passion for sports who aspire to pursue rewarding careers in various sports industry sectors. The program blends coursework in business, management, marketing, finance, and leadership with a focus on the unique dynamics of athletic environments. Here are key aspects of the program:

- Sport Leadership and Management programs offer a mix of classroom and practical coursework tailored to the sports industry. Students study topics such as **sports marketing, sports law, facility management, event planning, sports finance, ethics in sports, sports psychology, and organizational leadership.**
- Emphasize hands-on experience through **internships, practicums, or fieldwork opportunities** with sports organizations, teams, leagues, or sports facilities. This practical experience allows students to apply classroom knowledge in real-world settings and build professional networks within the sports industry.
- Can pursue **diverse career paths** within the sports industry, including roles in sports marketing and promotion, facility and event management, sports administration, sports media and broadcasting, sports analytics, athlete representation, sports sponsorship and fundraising, and sports entrepreneurship.

Overall, the Sport Leadership and Management program provides students with the knowledge, skills, and practical experience needed to thrive in the dynamic and rapidly evolving sport management and administration professions.

Career Opportunities

There are multiple career opportunities with a degree in Sport Leadership and Management including:

- **Collegiate Coaches**
- **Athletic Director/Activities Director**
- **Sports Information Director**
- **Advertising, Promotions, and Marketing Managers**
- **Umpire, Referee, or other Sport Official**
- **Scouts**
- **Exercise/Fitness Director or Coordinator**
- **Recreation Director**
- **Agent**
- **Athletic Account Manager**
- **General Manager**

Meet a Student

The Sport Leadership and Management major is unique with how we focus on all aspects of coaching including the front office jobs, the legal side of sports, and even different techniques of coaching. *Over the summers working with the President of the VCBA has given me a lot of insight towards not only coaching but also how money is raised towards programs and how a program keeps players invested. Getting a glimpse of the coaching life has only made me want to pursue this program and job more. Along with giving my knowledge of the sport to these young players, this job has shown how I can impact their futures outside of sport. The impact the players and I have on each other make this work that much more worth while.* - Brooks Brown. Fargo, ND



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a coach. I eventually want to transition to a high school football coach and teach. I would love to coach at my high school in the future someday." -Dalvin Simmons, Little Rock, Arkansas



"What I have loved about the Sports Management program at VCSU is how supportive the professors and advisors are. They truly want to see you succeed not only in the classroom but in the field as well. The program has not only taught me about business and analytical training but also the importance of leadership and how to apply these skills in a professional/amateur sports setting."-Bayli Heap, Nephi, Utah

Get Involved in the Major

The **Kinesiology and Human Performance Club** empowers students by providing invaluable opportunities such as attending professional conferences, crafting resume materials, preparing for exams like the GRE and PRAXIS, navigating the application processes for professional graduate programs, and studying for certifications and credentialing exams. The club is dedicated to cultivating students' growth and achievement within their discipline, fostering success in both academic and professional environments.



"VCSU has prepared me for real-world situations. Moving from Arkansas to North Dakota has been an adjustment, but for the type of work I'm considering being adaptable is important, especially if I plan to coach on the collegiate level for a few years. It's also shown me the importance of creating relationships with individuals and getting out of my comfort zone. I plan to stay on the college level as a coach for a few years to continue to learn and grow as





Contact Information

Department Chair

Dr. Rachele Hunt, rachele.hunt@vcsu.edu, (701) 845-7260

Faculty Contact

Barbara Mattson, barbara.mattson@vcsu.edu, (701) 845-7585

Department Location

Gaukler Family Wellness & Physical Education Center, 149

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Student Learning Outcomes

SLO 1: Display knowledge and understanding of the management, marketing, public relations, financial, and psycho-social concepts relevant to effective practice for those preparing for careers in the sport management field

SLO 2: Identify effective leadership and management skills in sports organizations.

SLO 3: Apply ethical principles and legal knowledge in the management and leadership of sport organizations

SLO 4: Devise marketing strategy, financial resources, and budgets effectively in sport settings.

SLO 5: Articulate and apply the principles of governance and policy in sport organizations

SLO 6: Design and implement effective marketing and communication strategies in the sport industry

SLO 7: Design and implement effective marketing and communication strategies in the sport industry



Plan of Study - Sport Leadership Concentration

First Year

Fall	Credits	Spring	Credits
HPER 127	1	HPER 207	2
HPER 129	2	HPER 210	1
Computer Science and Literacy (Gen Ed)	3	MATH 104, 107, or 210 (Gen Ed)	3
Lab Science (Gen Ed)	4	English Composition (Gen Ed)	3
English Composition (Gen Ed)	3	Lab Science (Gen Ed)	4
Wellness (Gen Ed)	2	Social Science (Gen Ed)	3
UNIV 150	1		
16		16	

Second Year

Fall	Credits	Spring	Credits
HPER 109	3	HPER 215	3
HPER 230	3	HPER 228	3
HPER 258	3	HPER 259	3
Art & Music (Gen Ed)	3	HPER 287 (Elective)	1-4
Speech Communication (Gen Ed)	3	Social Science (Gen Ed)	3
15		13-16	

Third Year

Fall	Credits	Spring	Credits
HPER 240	3	HPER 225	3
HPER 302 or 304	2	HPER 309	3
HPER 350	2	HPER 384	3
Additional Humanities or Social Science (Gen Ed)	2	HPER 335	3
Elective	3	HPER 301, 303, or 305	2
Humanities/Literacies (Gen Ed)	3		
15		14	

Fourth Year

Fall	Credits	Spring	Credits
HPER 307	2	HPER 425	3
HPER 415	3	HPER 455	3
HPER 438	3	HPER 487	2
HPER 445	3	Elective	3
Elective	3	Elective	3
Elective	3		
17		14	

Total Credits 120-123

Plan of Study - Sport Management Concentration

First Year

Fall	Credits	Spring	Credits
HPER 127	1	HPER 207	2
HPER 129	2	HPER 210	1
Lab Science (Gen Ed)	4	MATH 104, 107, or 210 (Gen Ed)	3
English Composition (Gen Ed)	3	Lab Science (Gen Ed)	4
Wellness (Gen Ed)	2	English Composition (Gen Ed)	3
Computer Science and Literacy (Gen Ed)	3	Social Science (Gen Ed)	3
UNIV 150	1		
16		16	

Second Year

Fall	Credits	Spring	Credits
HPER 109	3	HPER 228	3
HPER 230	3	HPER 287	1-4
BUSI 214	3	MRKT 301	3
Art & Music (Gen Ed)	3	Social Science (Gen Ed)	3
Speech Communication (Gen Ed)	3	Humanities/Literacies (Gen Ed)	3
15		13-16	

Third Year

Fall	Credits	Spring	Credits
HPER 240	3	HPER 225	3
HPER 350	2	HPER 335	3
MGMT 302	3	HPER 337	3
MRKT 310	3	MRKT 375	3
Additional Humanities or Social Science (Gen Ed)	2	COMM 415	3
Elective	3		
16		15	

Fourth Year

Fall	Credits	Spring	Credits
COMM 360	3	HPER 425	3
HPER 438	3	HPER 487	2
MRKT 370	3	MRKT 414	3
Elective	3	Elective	3
Elective	3	Elective	3
15		14	

Total Credits 120-123

Please note: This plan is intended for general information only. Students are strongly encouraged to meet with their academic advisor each semester before registration.



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Program Fact Sheet

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