

# SPORT MANAGEMENT, MINOR

## Why Take This Minor?

Students enrolled in the interdisciplinary Sport Management minor will explore the broad scope of the sport and recreation industry and the wide variety of associated career opportunities. Academic offerings include foundational coursework in business as well as sport-related courses from a variety of academic disciplines across the university, including management, analytics, communication, economics, marketing, and psychology. Examples of recent course offerings include sports analytics, sports marketing, sports facility and event planning, sports broadcasting, sports journalism, NIL (name-image-likeness) personal branding, and esports management.

Open to any undergraduate in the university, the minor can be tailored to suit the student's interests and background.

Students are encouraged to supplement their academic requirements with relevant internships, networking with industry professionals, and participation in relevant extracurricular activities.

La Salle graduates are employed in various capacities at all of the major professional sports organizations in the region but also, as examples, work with other sports organizations (e.g., semi-pro and collegiate), manage recreational sport and fitness facilities, sell sports apparel, work as sports journalists, work in training facilities, and serve as sports agents.

## Required for Graduation

- Courses
  - 6
- Credits
  - 18

## Requirements

Code	Title	Credits
MGT 340	Introduction to Sport Management	3
Select no more than two of the following GROUP A business core courses:		6-7
BUS 100	Business Perspectives	
BUS 101	Introduction to Financial Accounting	
BUS 202	Descriptive and Predictive Analytics	
BUS 203	Organizational Behavior and Skill Development	
BUS 204	Principles of Marketing with Applications	
BUS 303	Legal and Ethical Environment of Business	
ECN 150	Introductory Macroeconomics: The U.S. in the Global Economy I	
Select at least three of the following GROUP B courses:		9
BSA 305	Sports Analytics	
COM 255	Communication and Sport	
COM 256	Sports Journalism	
COM 355	Communication and Coaching	
COM 388	Sports Broadcasting	
ECN 277	Special Topics	
ENT 241	Personal Branding & NIL	
ENT 270	Special Topics	

MGT 341	Sports Law (cross-listed as LAW 341)	
MGT 370	Special Topics	
MGT 377	Special Topics	
MKT 377	Special Topics	
PSY 377	Sports Psychology	3
<b>Total Credits</b>		<b>21-22</b>

## Recommended Course Sequence

- 100-level courses may be taken by first-year students
- 200- and 300-level courses may be taken in the sophomore year or later

Courses with prerequisites:

Code	Title	Credits
BSA 305	Sports Analytics <sup>1</sup>	3
ECN 277	Special Topics <sup>2</sup>	3
MKT 377	Special Topics <sup>3</sup>	3
COM 256	Sports Journalism <sup>4</sup>	3
COM 355	Communication and Coaching <sup>5</sup>	3
COM 388	Sports Broadcasting <sup>6</sup>	3

1

Requires BUS 202 Descriptive and Predictive Analytics or equivalent statistics course (ECN 213 Statistics for Economics and Political Science/POL 213 Statistics for Economics and Political Science, HSC 217 Statistics for Health Science Profs, MTH 410 Probability, PSY 211 Statistics I and SOC 301 Principles of Statistics)

2

Requires ECN 150 Introductory Macroeconomics: The U.S. in the Global Economy I

3

Requires BUS 204 Principles of Marketing with Applications

4

Requires COM 203 Media Writing or COM 206 News Writing and Reporting

5

Requires COM 102 Interpersonal Communication or permission of Chair

6

Requires COM 208 Introduction to Digital Video

## Program Contact Information

Dr. Meghan Pierce  
Associate Professor and Chair  
Department of Marketing, Management & Leadership  
Founders' Hall 330  
piercem@lasalle.edu (fornaciari@lasalle.edu)  
(215) 951-1493