

DEGREE SHEET

PROGRAM GLANCE

Course Category	Number of Credit Hours	Focus Area
Common Core Courses	6 hours	Sport Commerce
Sport Commerce Core Courses	12 hours	Sport Commerce
Guided Elective Courses	6-12 hours	Sport Commerce Other
Culminating Experience	3-6 hours	Sport Commerce
Total	33 hours	

PROGRAM DETAIL

Common & Sport Commerce Core: 18 hours

Course Number	Course Title	Credit Hours
SPRT 7010	Research & Data Analysis in SHM †	3
SPRT 7321	Theoretical Foundations †	3
SPRT 7031	Sport Finance	3
SPRT 7420	Sport Marketing	3
SPRT 7440	Promotions and Information Services	3
SPRT 7503	Strategic Management of Sport Commerce Organizations †	3

Guided Elective Courses: 6-12 hours

Course Number	Course Title (regularly offered by KWS)	Credit Hours
SLC 6001	Sport Sales and Revenue Production I † £	3
SLC 6002	Sport Sales and Revenue Production II † £	3
SLC 6410	College Athletics Compliance	3
SLC 6622	Fan Behavior/Rivalry †	3
SPRT 7041	Interscholastic Athletic Administration	3
SPRT 7142	Seminar in Sport Commerce (Field experience)	1-3
SPRT 7165	Advanced Perspectives Sport Commerce Global City (Study Abroad)	3
SPRT 7331	Sport Promotional Culture	3
SPRT 7341	Commercial Recreation/Travel Tourism	3
SPRT 7371	Sport in the Global Marketplace (Study Abroad)	3
SPRT 7410	Athletic Team Management	3
SPRT 7600	Readings in Sport Commerce † +	3

SPRT 7603	Administration of Athletics †	3
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Guided Elective Courses: 6-12 hours (continued)

Course Number	Course Title	Credit Hours
SPRT 7650	Law for the Sport Manager	3
SPRT 7651	Policy & Governance in SPRT	3
SPRT 7653	Sport Areas and Facilities Management	3
SLC 6800	Computer Applications in Sport Commerce †	3
HPRM 7320	Advanced Hospitality Marketing	3
HPRM 7331	Hospitality Services Op Mgmt	3
HPRM 7340	Strategic Pricing & Revenue Max	3
HPRM 7442	Adv Strategic Mgmt in Hosp	3
JOUR 6150	Sports Writing/Reporting	3
JOUR 6155	Multimedia Sports Reporting	3
JRSM 7412	Social Media Analytics and Evaluation	3
BA 7501	Leadership & Negotiation	3
BA 7503	Advanced Business Analytics	3
MKTG 7140	Creativity and Innovation	3
MKTG 7555	Multinational Marketing Seminar	3
MKTG 7510	Negotiation Strategies	3
PADM 7602	Public Budget Administration and Finance	3
Graduate Certificates are generally micro degrees in a specialized area. There are more than 75 programs that range from Nutrition to Data Science to Strategic Leadership. Because most certificates are 12 hours, completing a certificate satisfies the guided elective requirements if carefully planned with your advisor. See advisor for more info.		12-15

Culminating Experience: 3-6 hours § ¥

Course Number	Course Title	Credit Hours
SPRT 7605	Practicum in Sport Commerce	3
SPRT 7950	Applied Project in Sport Commerce	3-6
HPRM 7996	Thesis	6

† = Indicates courses approved for ABM program

£ = Instructor permission only

+ = Can take up to 9 hours

§ = Students have the option of completing either a thesis or practicum

¥ = Graduation requirements include [1] successful completion of an oral or written comprehensive examination (Contact school for details), [2] completion of the Master's Degree Candidacy Form and Intent to Graduate Form (see https://www.memphis.edu/gradschool/current_students/graduation.php), and [3] a minimum of 33 completed hours.

FOR ADDITIONAL INFORMATION

Timothy D. Ryan, Ph.D.
Professor, Sport Commerce
Kemmons Wilson School of Hospitality and Resort Management
The University of Memphis | Memphis, TN 38152
(901) 678-5003 | tdryan@memphis.edu