

DEGREE SHEET

PROGRAM GLANCE

Course Category	Number of Credit Hours	Focus Area
Sport Commerce Core Courses	18 hours	Sport Commerce
Guided Elective Courses	6-12 hours	Sport Commerce Other
Culminating Experience	3-6 hours	Sport Commerce
Total	33 hours	

PROGRAM DETAIL

Sport Commerce Core Courses: 18 hours

Course Number	Course Title	Credit Hours
SPRT 7010	Research and Data Analysis in Sport Commerce	3
SPRT 7031	Sport Finance	3
SPRT 7321	Theoretical Foundations	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	Credit Hours
SPRT 7142	Seminar in Sport Commerce	1-3
SPRT 7152	Special Problems in Sport Commerce	3
SPRT 7165	Advanced Perspectives Sport Commerce Global City (Abroad)	3
SPRT 7175	Advanced Management of Sport Organizations in International Perspectives (Abroad)	3
SPRT 7331	Sport Promotional Culture	3
SPRT 7410	Athletic Team Management	3
SPRT 7600	Readings in Sport Commerce ^{††}	3
SPRT 7603	Administration of Athletics [†]	3
SPRT 7650	Law for the Sport Manager	3
SPRT 7651	Policy and Governance in Sport	3
SPRT 7653	Sport Areas and Facilities Management	3
SPRT 7950	Applied Project in Sport Commerce	1-6
SLC 6001	Sport Sales and Revenue Production I ^{†£}	3
SLC 6002	Sport Sales and Revenue Production II ^{†£}	3
SLC 6800	Computer Applications in Sport Commerce [†]	3

Guided Elective Courses: 6-12 hours (continued)

Course Number	Course Title	Credit Hours
COMM 6011	Communications in Organizations	3
COMM 6341	Interpersonal Communication	3
COMM 6375	Intercultural Communication	3
ECON 7010	Economic Theory	3
FIR 7155	Global Financial Management	3
JOUR 7375	Integrated Communication	3
JOUR 7400	Public Relations Principles and Issues	3
JOUR 7420	Public Relations Programming and Production	3
JOUR 7440	Organization Public Relations	3
MIS 7465	Information Systems in Organizations	3
MGMT 7170	International Management	3
MGMT 7173	Executive Communication	3
MGMT 7220	Seminar in Human Resources Administration	3
MKTG 7060	Marketing Management	3
MKTG 7140	Strategic Marketing	3
MKTG 7170	Multinational Marketing Seminar	3
MKTG 7213	Research Methodology	3
MKTG 7510	Negotiation Strategies	3
PADM 7602	Public Budget Administration and Finance	3
PADM 7605	Human Resources Administration	3
PADM 7608	Public Management of Information Systems	3
PADM 7641	Theory and Practice of Non-profits	3

Culminating Experience: 3-6 hours §¥

Course Number	Course Title	Credit Hours
SPRT 7605	Practicum in Sport Commerce	3
HMSE 7996	Thesis	6

† = Indicates courses approved for ABM program (see <http://www.memphis.edu/gradcatalog/degreeprog/cehhs/hss.php>)

£ = 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 <http://www.memphis.edu/gradschool/graduation.php>), and [3] a minimum of 33 completed hours.

FOR ADDITIONAL INFORMATION

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