

PROGRAM OVERVIEW

The **Bachelor of Science in Sports Management** prepares students for entry-level positions within sports business, management, or marketing. This degree program builds a strong foundation in the functional, environmental, technical, and integrative areas of business.

UNIVERSITY CORE (46 hrs.)

Specific courses within the University Core are listed in the University catalog, located at catalog.macu.edu.

BUSINESS LOWER DIVISION (15 hrs.)

BUAD 1103 Introduction to Business
BUAD 2113 Business Software Applications
BUAD 2503 Business and Professional Communication
MGMT 2303 Management Principles
MKTG 2273 Marketing Principles

ELECTIVES (23 hrs.)

For a list of recommended electives, please refer to the University catalog, located at catalog.macu.edu.

COSTS AND FEES

Online/Evening Accelerated: Courses in the **Sports Management & Ethics** program cost \$455/credit hour for lower division classes and \$499/credit hour for upper division classes.

On Campus/Traditional: Tuition per semester (12-17 credit hours) costs \$10,500 for 2026-27.



MAJOR CORE (36 hrs.)

SMGT 3123 Sociology of Sports
SMGT 3313 Sports Marketing
ECON 2503 Survey of Economics
SMGT 4223 Sports Law and Risk Management
ACCN 2103 Accounting I: Financial Accounting
ACCN 2203 Accounting II: Managerial Accounting OR
MGMT 4303 Accounting for Managers
SMGT 3113 Leadership and Ethics in Sports
MGMT 3113 Management Information Systems
BUAD 4313 Business Analytics
SMGT 3513 Sports Fundraising and Sponsorship
SMGT 4123 Sports Facilities Management
FINC 3403 Business Finance
MGMT 4413 Strategic Management

TOTAL REQUIRED HOURS: 120

Interested in learning more? *Contact us today!*

Phone: 888-888-2341

Email: enroll@macu.edu

WWW.MACU.EDU

