

SPORT MANAGEMENT & SPORT MARKETING



XAVIER
UNIVERSITY

THE SPORT MANAGEMENT AND SPORT MARKETING programs prepare Xavier students to work in the multi-billion dollar sport industry as managers and executives well-trained in business skills and strategy. Sport management students focus on planning, organizing, directing, controlling, budgeting, leading and evaluating an organization involved in a sport or physical activity. Sport marketing relates to the promotion, selling and/or advertising of sport services and/or sport products.

Bachelor of Science (BS) in:

- ▶ Sport Management
- ▶ Sport Marketing

The Xavier Advantage:

- ▶ Get valuable opportunities as undergraduates to interact with industry professionals for networking and career building.
- ▶ Live and learn in Cincinnati, one of the nation's top sports markets and home to such top teams as the Cincinnati Reds and special events that include the annual Cincinnati Flying Pig Marathon, recently named one of the top 20 international marathons by *Runner's World* magazine.
- ▶ Get firsthand experience through internships with some of the major sports teams and facilities in Cincinnati and throughout the region. Students have interned with the Cincinnati Reds, Cleveland Indians, Detroit Pistons and more.

Xavier graduates go on to:

- ▶ Cincinnati Bengals
- ▶ Columbus Blue Jackets
- ▶ Nashville Predators
- ▶ Washington Redskins
- ▶ Cincinnati Reds
- ▶ YMCA, Cincinnati
- ▶ Graduate programs in business, education and law

Learn more www.xavier.edu/sport-studies

Ask us xuadmit@xavier.edu

Visit campus www.xavier.edu/visit



RECOMMENDED CLASS SCHEDULES

BACHELOR OF SCIENCE [BS] IN SPORT MANAGEMENT & SPORT MARKETING

These schedules serve as a guideline for progress toward a degree. Students should consult with their academic advisor.

First Semester	Sem. Hrs.
FRESHMAN YEAR	
ENGL 101 OR 115, Engl Comp OR Rhetoric	3
THEO 111, Theological Foundations	3
History I elective	3
Foreign Language elective	3
SPMG 110, Intro to Sport Management	3
Total	15

SOPHOMORE YEAR	
Science elective	3
Theology Scrip/Hist OR Christ Sys elective	3
ENGL/CLAS/SPAN/FREN 205 Lit & Moral Imag	3
ECON 200, Microeconomic Principles	3
COMM 207, Interpersonal Comm	3
Total	15

JUNIOR YEAR	
Science elective	3
SPMG 132, Sociology of Sport	3
SPMG 322, Facility & Event Mgmt	3
INFO 220, Managing Info Technology	3
Literature elective	3
MKTG 300, Principles of Marketing	3
Total	18

SENIOR YEAR	
Fine Arts elective	3
SPMG 348, Legal & Ethical Issues in Sport	3
MGMT 300, Managerial Behavior	3
SPMG 410, Sport Ethics	3
Sport Management elective	3
Total	15

Second Semester	Sem. Hrs.
FRESHMAN YEAR	
PHIL 100, Ethics as Intro to Phil	3
Mathematics elective	3
COMM 101, Oral Communication	3
History II elective	3
Foreign Language elective	3
SPMG 195, History of American Sport	3
Total	18

SOPHOMORE YEAR	
Science elective	3
PHIL 290, Theory of Knowledge	3
Sport Management elective	3
ECON 201, Macroeconomic Principles	3
MATH 116 OR 156 Statistics	3
Communication Arts elective	3
Total	18

JUNIOR YEAR	
ACCT 200, Intro Financial Accounting	3
Philosophy elective ¹	3
Theo Ethics OR Rel/Cult elective	3
BLAW 300, Legal Environment	3
Communication Arts elective	3
SPMG 310, Intro to Sport Marketing	3
Total	18

SENIOR YEAR	
SPMG 495, Sport Mgmt/Mktg Internship	9
Sport Management elective	3
Total	12

Scheduling notes: ¹ PHIL 321, Ethical Business Decisions, is recommended but other E/RS Focus courses satisfy the requirement.

- PHIL 321, Ethical Business Decisions, satisfies the philosophy elective and the E/RS Focus elective.
- Consult the undergraduate Core Curriculum requirements.
- E/RS Focus elective requirement may be used to satisfy another element of the Core or the major.
- A minimum of 120 credit hours is required for the degree, with the program typically composed of 130-136 credit hours.
- Students are required to take 6 hours of approved courses representing two different disciplines to fulfill the Core Diversity requirement.

► For additional degree class schedules, please visit www.xavier.edu/sport-studies.

THE PROGRAM

The Department of Sport Studies offers Bachelor of Science (BS) degrees in Sport Management and in Sport Marketing. Many students augment their degree with a minor in business.

Students study with faculty who are experienced practitioners with firsthand experience in sport studies. In addition, the program's relationship with sport organizations like the Cincinnati Reds offers students unique opportunities to view the operations of a major league franchise.

Xavier University offers dynamic athletics. The men's Muskie basketball team is among the nation's best, making it to the NCAA Tournament's Elite Eight twice in the last six years. The winning women's basketball team also landed in the Elite Eight in 2010. Students get free tickets to home games held at the Cintas Center on Xavier's campus.

In addition to traditional studies, sport management and sport marketing students:

- ▶ Get valuable opportunities as undergraduates to interact with industry professionals.
- ▶ Establish a network and build relationships to get an edge in the competitive sport industry.
- ▶ Benefit from Xavier's location in Cincinnati, one of the nation's leading markets, with major and minor league sports in baseball, football, hockey, tennis, auto racing, soccer, horse racing, golf and volleyball.
- ▶ Take advantage of opportunities in Greater Cincinnati to get firsthand experience through internships at such organizations as:
 - Baltimore Orioles
 - Cal Ripken Amateur Baseball
 - Cincinnati Reds
 - Cincinnati Bengals
 - Cincinnati Cyclones
 - Cleveland Clinic
 - Cleveland Indians
 - Cincinnati Sports Club
 - Columbus Blue Jackets
 - Dayton Dragons
 - Detroit Pistons
 - Indiana Pacers
 - Potomac Nationals Baseball
 - U.S. Bank Arena
 - Washington Nationals
 - Western & Southern Tennis Masters Series
 - YMCA
 - College athletic administration offices at Xavier University, University of Cincinnati, University of Florida, University of Texas and other schools, and various high-school athletic departments

OUTCOMES

Graduates in sport management and sport marketing work in a variety of sports or sport-related settings. While some graduates go on to positions with professional sport teams, many take advantage of other exciting career opportunities, including: sport facility and event management, sport tourism, retail sales, collegiate athletics, local government and voluntary agencies, sport management services, and professional, private and intramural sport clubs and teams. Sport management majors also work in corporations and companies that support sport enterprises.

According to the U.S. Bureau of Labor Statistics, employment of athletes, coaches, umpires and related workers is expected to increase by 23 percent through 2018, which is much faster than the average for all occupations. A larger population overall that will continue to participate in organized sports for entertainment, recreation and physical conditioning will boost demand for these workers, particularly for coaches, umpires, sports instructors and other related workers. Job growth also will be driven by the increasing number of retirees who are expected to participate more in leisure activities such as golf and tennis. Additionally, the demand for private sports instruction is expected to grow among young athletes as parents try to help their children reach their full potential. Future expansion of new professional teams and leagues may create additional openings for all of these workers.

Here's a sample of positions and organizations held by Xavier graduates:

- General manager, Burlington Royals, the Single-A affiliate of the Kansas City Royals
- Project manager, Washington Redskins
- Premium services coordinator, Cincinnati Bengals
- Baseball operations assistant, Cincinnati Reds
- Events coordinator, Cincinnati Reds
- Senior program director, YMCA, Cincinnati

Sport management and sport marketing graduates have also been accepted into graduate and professional programs at:

- Duke University Law School
- New York University
- Ohio State University
- University of Central Florida
- University of Notre Dame
- University of Oregon
- University of Tennessee
- Villanova University

Students also choose to pursue Xavier's Master of Education (MEd) in Sport Administration, which provides advanced study in such areas as sport management, sport marketing, sport finance, personnel and legal issues, and NCAA rules and regulations.

Xavier's sports facilities on or near campus include the following:

- ▶ The Armory
- ▶ Hayden Field
- ▶ O'Connor Sports Center
- ▶ Outdoor Basketball and Sand Volleyball Courts
- ▶ Schmidt Field House
- ▶ Sherman Field
- ▶ Tennis Courts
- ▶ XU Soccer Complex
- ▶ Victory Parkway Fields

COLLEGE OF SOCIAL SCIENCES, HEALTH, AND EDUCATION (CSSHE)

The Sport Studies Department is housed in the CSSHE, whose programs have a special focus on society in the areas of education, health, community services and more. The College houses a wide variety of departments that include undergraduate programs, master's degree programs and a doctoral program in psychology.

The CSSHE prepares undergraduate and graduate students in the Jesuit Catholic tradition intellectually, morally and spiritually for careers and professions of service by:

- ▶ Challenging students to strive for academic excellence and life-long learning
- ▶ Providing applied experiences grounded in theoretical foundations
- ▶ Promoting collaboration and community partnerships
- ▶ Incorporating research, scholarship, and innovation
- ▶ Integrating ethical behavior and a respect for individual differences and diversity

CORE CURRICULUM

The foundation of Xavier's success is its commitment to its Jesuit heritage. The Core Curriculum embodies Xavier's mission and philosophy of education and serves as a valuable foundation for all undergraduate students. Within the Core, the four-course Ethics/Religion and Society (E/RS) Focus fosters students' understanding of socially significant issues through study of the humanities, especially literature, philosophy and theology, as well as the social and natural sciences. Along with courses in their major, Xavier students also take Core courses in: cultural diversity, English composition, fine arts, foreign language, history, literature, mathematics, philosophy, science, social science and theology.

ACADEMIC REQUIREMENTS

Core Curriculum: Minimum 64 credit hours

Majors in sport management and sport marketing: The program has been designed around nine curricular areas: management, societal ethics, legal aspects, communications, marketing, finance, economics, sport and exercise science, and field experience.

Sport management students must successfully complete 71 semester hours of required courses. Sport marketing students must complete 78 semester hours. The additional hours required for sport marketing majors reflect an emphasis on the sub-discipline of marketing.

The student is required to complete a nine-credit hour internship during the senior year. Students may register for three-hour blocks or complete a full-time nine-hour internship. Each three-hour block equals 200 clock hours for a total of 600 clock hours through the internship experience. This internship experience is designed to provide the student with the opportunity to work in a particular area of the sport industry.



XAVIER AT A GLANCE

Founded in 1831, Xavier University is a Jesuit Catholic university in Cincinnati, Ohio, annually ranked among the nation's best universities. Its three colleges offer 85 undergraduate majors, 54 minors and 11 graduate programs to 7,019 total students, including 4,368 undergraduates.

FOR MORE INFORMATION

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