

**SPORT MANAGEMENT UNDERGRADUATE RECORD SHEET – KINESIOLOGY
2024-2025**

Name:				UMID:				Date:			
Kinesiology Prerequisite Courses:				Sport Management Required Courses – Beginning Sophomore Yr.							
Course No.	Credits	Term	Grade	Course No. (requires admission to Level 2)				Credits	Term	Grade	
SM 100 Sport Management Seminar	2			SM 217 Business Communications				3			
SM 101 Public and Small Group Communication	3			SM 238 Introduction to Accounting (Winter)				1.5			
SM 111 Hist. & Soc. Issues in Sport & Fitness	3			SM 239 Introduction to Financial Decision Making (Winter)				1.5			
SM 203 Intro to Sport Management	3			SM 241 Introduction to Sport Economics and Public Policy (Fall)				3			
Total	11			SM 246 Principles of Marketing				3			
Required Courses Outside Kinesiology				SM 249 Research Methods				4			
ENGLISH 125 or FYWR	4			SM 332 Organizational Behavior in Sport Organizations				3			
PSYCH 111 or 112	4			SM 333 Legal and Ethical Issues in Sport and Fitness				3			
STATS 250 or SOC 210	4			SM 403 Internship (6 cr. req.- can be taken in 1-3 cr. increments)				3			
ECON 101	4			SM 403 Internship (6 cr. req.- can be taken in 1-3 cr. increments)				3			
*MATH 105/ 115/ 120 – Concentration Path 2 only	2 or 4			SM 499 Strategy of Sport Organizations (<i>Sr. only</i>)				3			
Total	16-20			Total				31			

Distribution Requirements											
Humanities (12 credits)				Natural Science/Math/Quantitative Reasoning (11 credits)				Social Science (12 credits)			
Course No.	Credits	Term	Grade	Course No.	Credits	Term	Grade	Course No.	Credits	Term	Grade
SM 101	3			STATS 250 or SOC 210	4			PSYCH 111	4		
SM 217	3			SM 238	1.5			ECON 101	4		
				SM 239	1.5						
				SM 249	4						
Required	12			Required	11			Required	12		

Distribution Requirements

On UM campus, enroll in language, anthropology, history, archaeology, geography or political science courses related to host country to meet distribution requirements.

Study Abroad (optional)

Study abroad during Fall or Winter semester of junior/senior year or Spring/Summer semester of any year. Some Kinesiology exchange partners offer courses in your major; other programs available for general transfer credit toward your 120 credits required to graduate.

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Sport Management Concentration Paths and Electives				(see Note 1)			
Path 1: Sport Marketing and Management (Choose ___)			Path 2: Sport Policy & Analytics (Choose ___) (see Note 2)				
SM 313 Special Topics <i>(may elect more than one)</i>	1.5 - 3		SM 313 Special Topics <i>(may elect more than one)</i>	1.5 - 3			
SM 313 Business Development in Sport	3		SM 313 City of Champions: Detroit Sports	1.5			
SM 313 Building a Sports Agency Today			SM 313 Global Sports: Political and Economic Perspectives	3			
SM 313 Commercial Storytelling and Production			SM 313 Technology and Innovation in Sport	3			
SM 313 Content is King: Digital Content			SM 317 Career Planning	3			
SM 313 Digital Sports Marketing			SM 330 Data Management & Visualization in R	1.5			
SM 313 Global Perspectives in Sport Management			SM 331 Business Optimization (Excel)	1.5			
SM 317 Career Planning	3		SM 361 Detroit Sports Culture	1.5 - 3			
SM 330 Data Management & Visualization in R	1.5		SM 433 Sport and Public Policy	3			
SM 331 Business Optimization (Excel)	1.5		SM 438 Economics of College Sport	1.5 - 3			
SM 428 Experiential Marketing in Sport Industry	3		SM 439 Sponsorship-Linked Marketing	3			
SM 429 Social Media Marketing in Sport	3		SM 440 Sport, Economic Development and Urban Revitalization	3			
SM 430 Social Enterprise & Non-Profit Mgt	3		SM 441 Monetization Issues in Sport (Requires SM 330)	3			
SM 431 Sport & the Media	3		SM 442 Sport Venues and Real Estate Development (Requires SM 330)	3			
SM 432 Human Resource Management	3		SM 443 Sport Venues Applied Research Seminar (Requires SM 330, 440, & 442)	3			
SM 435 Sport and the Consumer	3		SM 450 Introduction to Sport Analytics	3			
SM 436 Race Relations, Cultural Images, and Sport	3		SM 451 Sport Analytics: Team Performance (Requires SM 450)	3			
SM 437 Psychological Aspects of Sport & Exercise	3		SM 452 Sport Social Media Analytics	1.5 - 3			
SM 439 Sponsorship-Linked Marketing	3		SM 454 Sport Marketing Analytics	3			
SM 440 Sport, Economic Development and Urban Revitalization	3		SM 461 Detroit Olympics	1.5 - 3			
SM 444 Sales Management in the Sport Industry	3		SM 462 Global Soccer and Major League Soccer	1.5 - 3			
SM 445 Sport Tourism	3		SM 463 Football & Football	3			
SM 446 Brand Strategy and Advertising Campaigns	3		Other Elective	1 - 3			
SM 454 Sport Marketing Analytics	3						
SM 463 Football & Football	3						
Other Elective	1 - 3						

Name:	UMID:	Date:
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Notes: (1) To complete a concentration, a student must take 21 elective credits as follows: At least 18 credits listed under their declared concentration and remaining 3 credits can be taken under either concentration path. (2) Students pursuing a concentration in Policy & Analytics, must have Math 105 or equivalent or higher level math course, calculus advanced placement credit or a calculus definite math placement recommendation. (3) Students wishing to complete additional credits in SM, beyond the required 21 elective credits, may submit an academic appeal to the program director.