

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

<b>Name:</b>				<b>UMID:</b>				<b>Date:</b>			
<b>Kinesiology Prerequisite Courses:</b>				<b>Sport Management Required Courses – Beginning Sophomore Yr.</b>							
<b>Course No.</b>	<b>Credits</b>	<b>Term</b>	<b>Grade</b>	<b>Course No. (requires admission to Level 2)</b>				<b>Credits</b>	<b>Term</b>	<b>Grade</b>	
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			
<b>Total</b>	<b>11</b>			SM 246 Principles of Marketing				3			
<b>Required Courses Outside Kinesiology</b>				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			
<b>Total</b>	<b>16-20</b>			<b>Total</b>				<b>31</b>			

<b>Distribution Requirements</b>											
<b>Humanities (12 credits)</b>				<b>Natural Science/Math/Quantitative Reasoning (11 credits)</b>				<b>Social Science (12 credits)</b>			
<b>Course No.</b>	<b>Credits</b>	<b>Term</b>	<b>Grade</b>	<b>Course No.</b>	<b>Credits</b>	<b>Term</b>	<b>Grade</b>	<b>Course No.</b>	<b>Credits</b>	<b>Term</b>	<b>Grade</b>
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						
<b>Required</b>	<b>12</b>			<b>Required</b>	<b>11</b>			<b>Required</b>	<b>12</b>		

**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	1.5 - 3			SM 313 Global Sports: Political and Economic Perspectives	3		
SM 313 Commercial Storytelling and Production	3			SM 313 Technology and Innovation in Sport	3		
SM 313 Content is King: Digital Content	1.5 - 3			SM 317 Career Planning	3		
SM 313 Digital Sports Marketing	3			SM 330 Data Management & Visualization in R	1.5		
SM 313 Global Perspectives in Sport Management	3			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						

<b>Name:</b>	<b>UMID:</b>	<b>Date:</b>
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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.