Program Change Request

Date Submitted: 04/16/26 8:42 am

Viewing: SPMGT-BS : Sport Management BS

Last approved: 04/07/25 4:25 pm

Last edit: 11/10/26 12:17 pm

Changes proposed by: Phillip Waalkes (waalkesp)

Catalog Pages Using this Program

Sport Management BS

Initiator: x6086	Name:	Phil Waalkes	Phone:
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Program Code	SPMGT-BS		

In Workflow

1. **S007425 Chair**
2. **Curricular Alignment Check**
3. **Academic Affairs Program Preapproval**
4. **SEDUC Assoc Dean**
5. **SEDUC Dean**
6. **Senate C&I**
7. **Senate C&I Editing**
8. **FacultySenate**
9. Academic Affairs
10. Registrar Programs

Approval Path

1. 04/16/26 8:42 am Phillip Waalkes (waalkesp): Rollback to Initiator
2. 04/16/26 8:43 am Phillip Waalkes (waalkesp): Approved for S007425 Chair
3. 05/04/26 11:50 am Keeta Holmes (holmeskm): Approved for Curricular Alignment Check
4. 05/06/26 2:21 pm Betsy Sampson (sampsone): Approved for Academic Affairs

Program Preapproval
5. 07/24/26 2:49 pm Shea Kerkhoff (kerkhoffs): Approved for SEDUC Assoc Dean
6. 07/26/26 11:18 am Marius Boboc (m.boboc): Approved for SEDUC Dean
7. 09/16/26 10:06 am Ho Kim (kimho): Approved for Senate C&I
8. 09/16/26 10:39 am Betsy Sampson (sampsone): Approved for Senate C&I Editing
9. 09/16/26 11:34 am Betsy Sampson (sampsone): Rollback to Senate C&I Editing for FacultySenate
10. 11/09/26 3:04 pm Ho Kim (kimho): Approved for Senate C&I Editing

History

1. Nov 7, 2019 by Timothy Makubuya (makubuyat)
2. Nov 8, 2019 by Betsy Sampson (sampsone)
3. Jun 2, 2021 by Betsy Sampson

(sampsone)
4. Dec 22, 2022 by kashubeckwests
5. Jun 5, 2024 by Phillip Waalkes (waalkesp)
6. Apr 7, 2025 by Phillip Waalkes (waalkesp)

To be completed by Academic Affairs

Title	Sport Management BS
Program Type	Degree Program
College/School	
Department	
Academic Level	Undergraduate
CIP Code	310504 - Sport and Fitness Administration/Management.
Effective CAT	2026-27 ~~2024-25~~

Program Requirements and Description as it will appear in the bulletin.

General Education Requirements

Students must satisfy the university general education requirements.
As part of meeting the university's general education requirements, the following courses prerequisite courses must be completed:

Course Number	Title	Hours
COMM 1040	Introduction to Public Speaking (MOTR COMM 110)	3
or EDUC 2222	Interpretation: Connecting Audiences and Meaning	
~~ECON 1001~~	~~Principles of Microeconomics (MOTR ECON 102)~~	~~3~~
ENGL 1100	First-Year Writing (MOTR ENGL 200)	3
~~MATH 1030~~	~~College Algebra (MOTR MATH 130)~~	~~3~~
PSYCH 1003	General Psychology (MOTR PSYC 100)	3

There is no foreign language requirement for the degree.

Degree Requirements

Course Number	Title	Hours
Required Courses		
MGMT 3600	Management and Organizational Behavior	3
~~MKTG 3700~~	~~Principles of Marketing~~	~~3~~
SPMGT 1113	Introduction to Sport Management and Administration	3
SPMGT 2001	Sport Management Professional Development I	1
SPMGT 3001	Sport Management Professional Development II	1
SPMGT 4001	Sport Management Professional Development III	1
SPMGT 2200	Legal Issues in Sports	3
SPMGT 3100	Ethics in Sports	3
SPMGT 4113	Educational and Community Athletics	3
SPMGT 4999	Sport Management Internship [2]	6
Electives		
Choose five of the following courses: [1]		15
~~CNS ED 3200~~	~~Interpersonal Skills in Helping Relationships~~	
COMM 1150	Introduction to Public Relations	
COMM 2231	Workplace Communication: Secrets to Success	
COMM 3370	Social Media and Measurement	
~~ECON 3610~~	~~Economics of Sports, Gaming, and Gambling~~	
~~MEDIA ST 2210~~	~~Filming in the Wild~~	
MEDIA ST 2211	From Idea to Impact: Digital Multimedia Tools	
MEDIA ST 2225	Live Events Media	
MGMT 3611	Organizational Change Management	
MKTG 2700	Principles of Marketing	
MKTG 3720	Advertising and Promotion	
MKTG 3721	Introduction to Digital Marketing Strategies	
MKTG 3722	Introduction to Social Media Marketing	
MKTG 3765	Sports Marketing	
PHY ED 2134	Personal Physical Fitness	

Course Number	Title	Hours
PHY ED 2136	Facilities Management	
PSYCH 2400	Sports Psychology	
SPMGT 3500	Sport Leadership	
SPMGT 3731	Sports Media and Technology	
SPMGT 4990	Sport Management Field Experience [2]	
Total Hours		39

[1] Students may take up to 6 hours from any area as pre-approved by advisor.

[2] 6 credit hours of SPMGT 4999 are required (with 3 credit hours taken freshman year and 3 credit hours taken sophomore year). After completing the 6 required hours and in their junior or senior years, students can do additional internships by taking SPMGT 4990 up to 5 times for elective credit.

If other departments are affected by this proposal, please secure "sign-offs" and indicate for each department the following:

Department	Contact Person	Phone #	Objections
~~Psychology~~	~~Michael Griffin~~	~~x7123~~	~~No~~
~~Communication Department~~	~~Alice Hall~~		~~No~~
Business Administration	Shaji Khan ~~Michael Elliott~~		No

Program Learning Outcomes

Learning Outcomes
Apply an interdisciplinary foundation of management, sports, and marketing theories to a variety of sports management settings.
Develop a marketing toolbox that integrates theories with the fundamental aspects of sports, sports products, consumer and market research, sponsorship, promotion and media.
Examine and explore the legal environments of amateur, collegiate, and professional sports programs with respect to state and federal legislation, liability, risk management, contracts, and collective bargaining.
Demonstrate the ability to manage sports facilities to apply key concepts of planning, design, and evaluation of a sports program or sports-related event.

Learning Outcomes
Develop and refine leadership and communication skills necessary within a sports organization and team-oriented sports institutions.
Recognize and evaluate ethical decision-making, balancing economic priorities and social responsibilities of sports organizations.
Demonstrate socio-cultural commitment and responsibility in any given sports management environment.

Attachments ESPP - Sport Management Mapping NEW - 2026.xlsx

This program will be developed with the intention of delivery in the following delivery modes (choose all that apply)

Face to face

Justification for request:

We are adding three new required 1-credit professional development classes to replace MKTG 3700 as a required course. By getting rid of ECON and MKTG as required courses, they can be replaced by courses that are more relevant to students' sport management career paths. Some students have provided feedback that the MTKG course did not feel as relevant. Removing MKTG 3700 would eliminate ECON 1001 as a prerequisite requirement as well. Removing the ECON 1001 and the MATH 1030 general education requirements provides students with more options for students to take for this general education requirements.

SPMGT 2001 – Sport Management Professional Development I (1 credit hour)
Justification: Provides students with a structured introduction to career planning and professional skills, ensuring they begin developing the foundational tools (resume, networking, self-assessment) needed for success in the sport management industry.

SPMGT 3001 – Sport Management Professional Development II (1 credit hour)
Justification: Builds on foundational skills by giving students hands-on experience in professional settings, digital presence, and ethical decision-making, while fostering leadership through organizing industry events like the Sport Industry Career Fair.

SPMGT 4001 – Sport Management Professional Development III (1 credit hour)
Justification: Serves as a capstone experience that prepares students for entry into the sport industry by refining leadership, communication, and career readiness skills, ensuring graduates are competitive and confident in pursuing professional opportunities.

ECON is a Social Science General Education requirement and there are a list of options students can choose from in this category – it doesn’t have to be ECON at all and we would go over those options during advising. Similar to their Humanities/Fine Arts and Math/Science General

Education requirements, students have options. Gen. Ed. website: https://bulletin.umsl.edu/generaleducationrequirements/umslcoreexplore/ - the Social Science section is toward the bottom.

The only two classes that will be displayed in the Social Science category would be PSYCH 1003: General Psychology and the Global Perspectives requirement (they have options for this course also).

Lastly, we mentioned the Math Proficiency requirement – College Algebra. Eliminating ECON would also open the door to make College Algebra an option as well. Students could have the option of taking either MATH 1020: Contemporary Math (a tad bit easier Math course) or MATH 1030: College Algebra to offer them some flexibility.

Program Reviewer
Comments

Phillip Waalkes (waalkesp) (04/16/26 8:42 am): Rollback: Adding corrected curriculum map
Betsy Sampson (sampsone) (05/06/26 2:19 pm): For HLC Reporting purposes, this is a 3% change.
Betsy Sampson (sampsone) (05/06/26 2:21 pm): This is a 6% cumulative change since 2023.
Betsy Sampson (sampsone) (06/12/26 10:44 am): The Ed Smith College of Business changed the numbers for MGMT 3600 and MTKG 3700 to MGMT 2600 and MKTG 2700 respectively. Updated the course numbers in the program requirements.
Betsy Sampson (sampsone) (09/16/26 11:34 am): Rollback: Holding program until sign-offs are procured for courses being added to the program.

Key: 586