

SPORT MANAGEMENT



Sport Management at Drexel

The Bachelor of Science in Sport Management is designed for students who plan to pursue careers in sports-oriented organizations or in the health and wellness or recreation industries, or who intend to continue graduate studies in areas such as sports psychology, sports business management, and administration.

Students master the knowledge and skills necessary for success in the fields of athletic management, coaching, sports marketing, and other professions supporting sports and recreation. The program focuses on the integration of applicable areas of learning, including communication, nutrition, human performance, psychology, athletics, and business management.

Drexel Co-op for Sport Management

A key part of the program is Drexel's prestigious co-operative education program, in which students alternate periods of classroom study with periods of professional work experience. Sport Management students can choose from the following:

- Three Co-op option (Five Years): includes three six-month periods of full-time employment
- One Co-op option (Four Years): includes one six-month period of full-time employment

A Few Drexel Co-op Position Titles

- Assistant Director of Operations
- Promotions Developer
- Sport Manager
- Ticket Operations Assistant

Employers

Here are some of the companies that have hired Drexel students as co-op or full-time employees:

- Bally Total Fitness
- Comcast Spectacor
- Philadelphia Eagles
- Philadelphia KIXX
- Starfinder Foundation

Potential Careers

Athletic Director. Runs athletic departments and sports programs at colleges or universities. Develops programs, negotiates participation in leagues and athletic conferences, and negotiates contracts for television and radio. Often hires and supervises an institution's coaching staff, and works with members of print and electronic media to market and promote an institution's athletic programs.

Coach. Teaches athletes the fundamentals of sports and trains them for competition. Helps athletes improve their skills through instruction, drills, and other methods. Motivates players and teaches sportsmanship and teamwork. May scout opposing teams. Devises strategies and plays during games. May select equipment and supplies.

Sports Marketing. Explores the many aspects of marketing athletics to a wide audience. Includes special promotions, sales and customer relations.

Courses You'll Really Enjoy

Kinesiology. Provides an introduction and overview to the science of human movement. Identifies uses of kinesiology in relation to science, medicine, human behavior, athletics, and overall fitness. Applies knowledge and concepts to the areas of physical activity, athletics, and recreation/fitness. Students actively participate in and observe physical movement in human performance labs.

Business of Sport. Introduces students to the billion-dollar industry and identifies the vast, creative, and substantial role business plays in professional, collegiate, and amateur sports. Explores business applications in the following areas: sponsorship, promotions, marketing, fundraising, finance, media, ticketing, public relations, labor, facilities, e-sports, and sport careers.

Technology and Sport. Identifies the major areas in which technology has enhanced the performance of athletes and the participation of the spectator. Students are introduced to essential technology used in sport management, with an emphasis on communication.

Learn More: University Catalog

Detailed course descriptions can be found online at www.drexel.edu/catalog.

Accelerated Degree Options

Accelerated degree programs, such as the BS/MD, BS/PhD in Engineering, BS/JD, and BS/MBA, enable academically qualified students to earn both a bachelor's and an advanced degree, graduating sooner than they would in traditional programs. Eligible students can be admitted to an accelerated degree program in one of two ways: apply as an incoming freshman through Undergraduate Admissions or apply to the Office of Graduate Studies after completing a minimum of 90 credits. To learn more about accelerated degree options, visit www.drexel.edu/em/ug/accelerated.

For More Information

Undergraduate Admissions
Drexel University
3141 Chestnut Street
Philadelphia, PA 19104-2876
1-800-2-DREXEL
1-215-895-2400
enroll@drexel.edu
www.drexel.edu/em/ug

Apply online at www.drexel.edu/apply