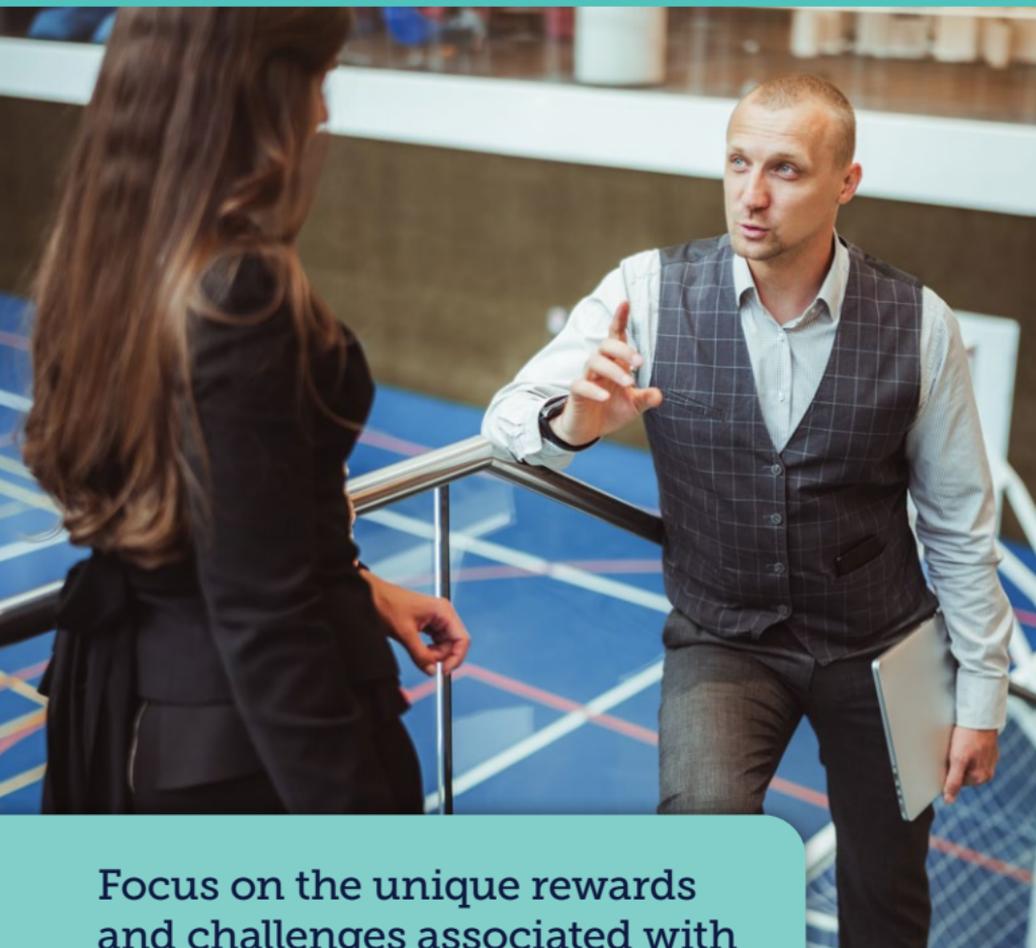


# Sports Management

AT COLUMBIA COLLEGE



Focus on the unique rewards and challenges associated with management and marketing in a sports-focused industry.

## Potential career paths

- ▶ Coaching & Scouting
- ▶ Event Planning
- ▶ Sports Marketing
- ▶ Public Relations
- ▶ Sports Finance



In 2017–18, the greatest numbers of degrees were conferred in the fields of business.\*

*\*National Center for Education Statistics (NCES)*

**Columbia College offers:**

- ▶ Tutoring
- ▶ Internship opportunities
- ▶ Lifelong career support

**B.S.**

The Robert W. Plaster School of Business offers a Bachelor of Science in Sports Management. All of our business programs provide a solid foundation in business theory and practice and are designed to be relevant to an array of business careers.

Complete a total of 120 credit hours including a program of general education (39-42 hours), business core (45 credit hours) and Sports Management courses. Coursework includes:

**REQUIRED COURSES**

- Sports & Event Marketing
- Sports Finance
- Social Media
- Organizational Behavior
- Sports & Society

**POSSIBLE ELECTIVE COURSES**

- Theories of Coaching
- Diversity in Organization
- Business Project Management
- Psychology of Sport

*This degree includes 45 credits in business core courses in key areas of management, marketing, accounting, economics, finance and others. Please see Core Requirements in catalog for details.*



**Admissions@CCIS.edu | CCIS.edu**  
**(573) 875-7515 or (833) 844-3328**

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