

# SPORT EVENT MANAGEMENT MINOR

## Coordinator

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## Description

The 18-credit minor in Sport Event Management minor is designed for students who are interested in pursuing a path in the sport event management field along with their chosen major. Students selecting this minor, within the Department of Sport Management, should have an interest in learning about the conceptualization, planning, implementation, evaluation, and business aspects of sport event management.

## Admission

Applicants are required to have a minimum of a 3.0 cumulative GPA and will be admitted on a space available basis. To be eligible, a student must have completed 30 credits at Syracuse University in courses graded A-F and must submit a minor application to the Department of Sport Management (402 MacNaughton Hall) by November 1st for spring admission or April 1st for fall admission. Students must meet the required cumulative GPA for the semester in which the student applied. The GPA cutoff will vary each semester, depending on space availability. Students must declare the sport event management minor no later than the first semester of their junior year.

## Student Learning Outcomes

Students will gain a solid theoretical background and application for the conceptualization, planning, implementation, evaluation, and business aspects of the sport event management field. Upon completion of the program, students will be able to:

1. Explain, discuss, and analyze core principles of and concepts of event management.
2. Apply the principles of event management to planning an actual event.
3. Discuss event management concepts with professional and general audiences orally and in writing.
4. Describe and critique the operational functions of sport events and associated events.
5. Use computer software for managing sport events in various settings.

Code	Title	Credits
<b>Required Courses</b>		
SPM 224	Introduction to Sport Event Management	3
SPM 305	Principles of Sport Hospitality Management	3
SPM 437	Sport Venue Management	3
<b>Electives</b>		
Select three of the following:		9
SPM 199	The Super Bowl: Sport, Culture and Entertainment	

SPM 324	Sport Sponsorship and Promotion
SPM 342	The Business of Esports
SPM 356	Olympic Sport Management
SPM 357	Olympic Odyssey
SPM 358	Sport Management LA Immersion
SPM 449	Technologies in Game Day Operations

**Total Credits** 18

## Restrictions

The Sport Event Management minor is open to all students based on the admission requirements stated above.