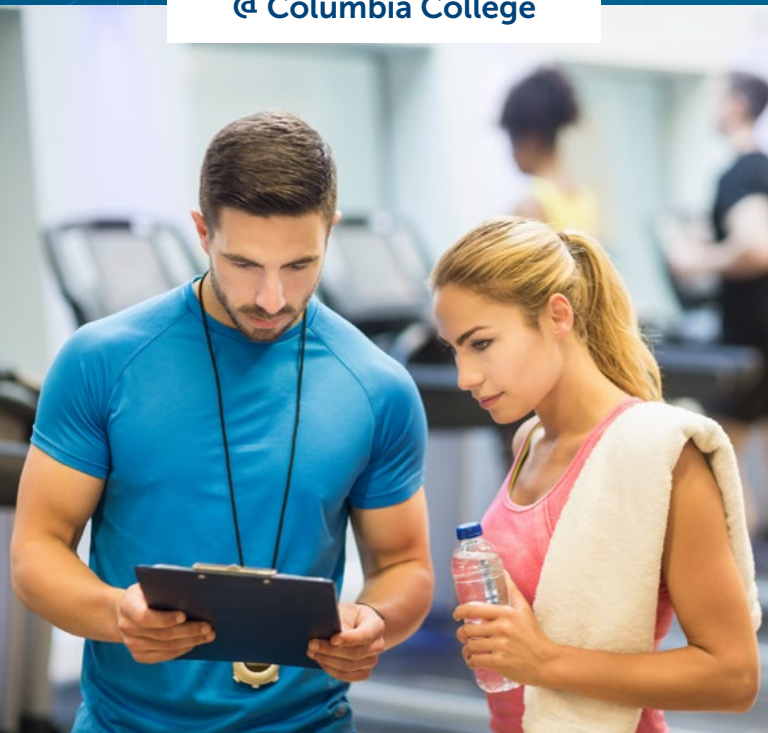


# SPORTS MANAGEMENT

## FIND YOUR CALLING

@ Columbia College



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

### POTENTIAL PATHS



Sports management jobs are growing at a much faster-than-average rate, according to the Bureau of Labor Statistics.

Athletic Training

Coaching & Scouting

Event Planning

Marketing

Public Relations

Sports Finance

Columbia College offers:

- Free tutoring
- Internship opportunities
- Lifelong career support

## B.A. OR B.S.

Columbia College offers a Bachelor of Arts and a Bachelor of Science in Sports Management, which require slightly different coursework. For example, a Bachelor of Arts includes a foreign language requirement.

### WHAT YOU'LL LEARN

Complete a total of 120 hours, 39-42 of which will be general education classes. Complete core courses in the following areas:

Accounting	Business Analytics
Macroeconomics	Microeconomics
Business Finance	Statistics
Principles of Management	Business Communication
Business Law	International Business
Business Ethics	Business Information Systems
Strategic Management	Principles of Marketing
Sports Finance	Social Media
Sports & Event Marketing	Organizational Behavior
Sports & Society	



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