



SPORT BUSINESS

The demands of the ever-evolving and increasingly sophisticated multi-billion dollar global sport industry call for professionals who have strong academic business credentials paired with strategic work experiences in sport organizations. The program teaches students the fundamentals of business — economics, marketing, media, management, ethics, finance, law and technology — through the lens of sport. Elective credits allow students to explore more specific areas of interest or pursue a minor in the areas that advance their goals.

DEGREE OPTIONS

- BS in Business Administration – Major in Sport Business
- BS in Business Administration/MBA
- Minor in Sport Management

COURSEWORK

- Sports and the Law
- Business of Sports Media
- Sports Facility Planning and Management
- Sports Economics
- Sports Marketing
- Sport Agents and Labor Relations

CAREER OUTLOOK

Graduates with a degree in sport business will be ready for a wide range of sport-related professions. They are uniquely qualified for work in athletics administration, community relations, finance, fundraising, media relations, marketing, operations, player development and sales. The degree also provides a strong foundation for students to pursue graduate study in a range of fields, among them business administration, law and marketing.



**AVERAGE CO-OP
HOURLY PAY**

\$17



**TOP CO-OP
EMPLOYERS**

Philadelphia Eagles
Philadelphia Phillies
Comcast



**AVERAGE
STARTING SALARY**
\$57,200

CONTACT US

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LeBow
College of Business