

SPORTS BUSINESS OPTION

This option is available at Corvallis campus within the following majors:

- Apparel Design (<https://catalog.oregonstate.edu/college-departments/business/school-marketing-analytics-design/apparel-design-bs-hbs/>)
- Business Administration (<https://catalog.oregonstate.edu/college-departments/business/business-administration-ba-bs-hba-hbs/>)
- Business Analytics (<https://catalog.oregonstate.edu/college-departments/business/school-marketing-analytics-design/business-analytics-bs-hbs/>)
- Design and Innovation Management (<https://catalog.oregonstate.edu/college-departments/business/school-marketing-analytics-design/design-innovation-management-bs-hbs/>)
- Interior Design (<https://catalog.oregonstate.edu/college-departments/business/school-marketing-analytics-design/interior-design-bs-hbs/>)
- Product and Merchandising Management (<https://catalog.oregonstate.edu/college-departments/business/school-marketing-analytics-design/product-merchandising-management-bs-hbs/>)

The Sports Business option provides students with an understanding of the fundamentals of the business of sport, including sports finance, marketing, analytics and sponsorship. The program builds on core business knowledge acquired in business and design programs to which this option is attached. The option prepares students for careers in sports-related organizations.

Option Code: 020

Options follow the learning outcomes of the major. For this option, refer to the learning outcomes of the Product and Merchandising Management (<https://catalog.oregonstate.edu/college-departments/business/school-marketing-analytics-design/product-merchandising-management-bs-hbs/#learningoutcomestext>) major.

Code	Title	Credits
Required Core		
SB 250	THE BUSINESS OF SPORT	4
SB 350	INTRODUCTION TO SPORTS ANALYTICS	4
SB 351	SPORTS MARKETING	4
SB 450	FINANCING SPORT	4
SB 452	SPORTS SPONSORSHIP	4
Electives		
Select one course from the following: ¹		4
MGMT 364	INTRODUCTION TO PROJECT MANAGEMENT	
MGMT 452	LEADERSHIP THEORY AND PRACTICE	
MGMT 455	INFLUENCE AND NEGOTIATION	
MRKT 484	DIGITAL MARKETING PLATFORMS	
MRKT 486	CUSTOMER RELATIONSHIP MANAGEMENT	
MRKT 489	PERSONAL SELLING SKILLS AND TECHNIQUES	
MRKT 493	INTEGRATED MARKETING COMMUNICATIONS	
Total Credits		24

¹ Elective courses require a prerequisite grade of C or higher

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