

SPORTS BUSINESS MINOR

This program is available at the following locations:

- Corvallis
- Ecampus

The Sports Business minor provides students with an understanding of the fundamentals of the business of sport, including sports finance, marketing, analytics and sponsorship. Elective coursework provides students with an introduction to historical and social dimensions of sport.

Minor Code: 010

Upon successful completion of the program, students will meet the following learning outcomes:

- Recognize the challenges and issues within the sports industry.
- Evaluate sports industry structures.
- Identify financial and societal implications of sport in society.
- Identify and interpret core financial practices and issues in the sports industry.
- Apply analytical skills to improve sports business decision making across all functional areas of sport business.
- Analyze problems to develop and adjust marketing strategies in the sports industry.
- Evaluate the role and value of sponsorship and its strategic implications.

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 a minimum of 7 credits from the following:		7
HST 375	*GLOBAL HISTORY OF SPORTS	
KIN 270	FOUNDATIONS OF SPORT AND EXERCISE PSYCHOLOGY	
KIN 212	+*SOCIOCULTURAL DIMENSIONS OF PHYSICAL ACTIVITY	
KIN 475	+*POWER AND PRIVILEGE IN SPORT	
SOC 453	SOCIOLOGY OF SPORT	
TRAL 432	ECONOMIC APPLICATIONS IN TOURISM, RECREATION, AND SPORTS	
WGSS 240	*GENDER AND SPORT	
Total Credits		27

* Baccalaureate Core course. Applies to general education requirements for undergraduate students in a catalog year up to 2024-2025

+ Core Education course. Applies to general education requirements for undergraduate students in catalog year 2025-2026 and beyond

Minor Code: 010