Business (Sports Business), BA

BABUSMSBA

This program's name has changed effective Fall 2018. The previous name was Business (Sports and Media Studies).

Program Description

The BA program in business with a concentration in sports business is attractive to students with an interest in the sports industry. This concentration has been planned to provide students the necessary skills to build knowledge and understanding of the development of the strategic business process in sports organizations and its relationship to media. The proliferation of mass communication (including television, game systems and social networks) has transformed sports into a highly commercialized industry and, in turn, sports continue to generate revenues for these businesses. The interaction between sports and media has led to a multitude of applications of business knowledge to these fields. The sports business program offers a strong focus on applied elements of the sports industry, especially as it relates to media and its impact on the industry.

At a Glance

- **College/School:** W. P. Carey School of Business
- **Location:** Tempe campus
- **Additional Program Fee:** Yes
- **Second Language Requirement:** No
- **First Required Math Course:** MAT 210 - Brief Calculus
- **Math Intensity:** Moderate

Required Courses (Major Map)

2018 - 2019 Major Map

Major Map (Archives)
Admission Requirements

General University Admission Requirements:

All students are required to meet general university admission requirements.

| Freshman | Transfer | International | Readmission |

Additional Requirements:

Freshman admission requirements for this program are the same as the university's freshman admission requirements.

Readmission requirements: Students must have a 3.00 transfer GPA (if applicable) and a 3.00 cumulative ASU GPA.

Transfer Admission Requirements

Transfer applicants must have a 3.00 GPA for all transfer work and meet university transfer admission requirements. Transfer students should select an additional major, which must be outside W. P. Carey School of Business, when applying for admission.

Students with fewer than 45 transfer hours who are not admissible to a W. P. Carey School of Business major and who did not select a second major or are not admissible to their second major choice will be placed in the exploratory social and behavioral sciences program in the College of Integrative Sciences and Arts.

Students with more than 45 transfer hours who are not admissible to a W. P. Carey School of Business major and who did not select a second major or are not admissible to their second major choice will be prompted in My ASU to select a new major.

Change of Major Requirements

Students should refer to the following W. P. Carey website to determine if they meet change of major requirements: https://students.wpcarey.asu.edu/degrees-and-advising/degree-programs/change-majors.

Students ready to change their major should submit their request through W. P. Carey's Advising SOS: https://apps.wpcarey.asu.edu/apps/advising/index.cfm.
Transfer Agreements

ASU has partnered with colleges and universities in Arizona, California, Illinois and Washington to provide transfer curriculum pathways. Students should select their current institution to see if there is a partnership agreement between the institution and ASU for this degree program. Students who do not see their state or institution listed should check back as ASU is always working on creating new partnerships.

Transfer from a Maricopa Community College in Arizona

Select a college

- Chandler-Gilbert Community College
- Estrella Mountain Community College
- GateWay Community College
- Glendale Community College
- Mesa Community College
- Paradise Valley Community College
- Phoenix College
- Rio Salado College
- Scottsdale Community College
- South Mountain Community College

Transfer from an Arizona Community College

Select a college

- Arizona Western College
- Central Arizona College
- Cochise College
- Coconino Community College
- Dine College
- Eastern Arizona College
- Gila Community College
- Mohave Community College
- Northland Pioneer College
- Pima Community College
- Tohono O'odham Community College
- Yavapai College

Transfer from another state

Select a state

- California
- Illinois
- Washington
- Another state

Global Opportunities

Global Experience

With over 250 programs in more than 65 countries (ranging from one week to one year), study abroad is possible for all ASU students wishing to gain global skills and knowledge in preparation for a 21st century
Students earn ASU credit for completed courses, while staying on track for graduation, and may apply financial aid and scholarships toward program costs. https://mystudyabroad.asu.edu/

The W.P. Carey School of Business recommends the following study abroad programs for students majoring in business with a concentration in sports business: http://links.asu.edu/SAO.sports-business.

Career Opportunities

Career opportunities for students in this degree program could include jobs with titles such as:

- administrative service manager
- advertising and sponsorship salesperson
- agent
- business manager
- event planner
- management analyst
- operations specialist
- purchasing or buying manager
- wholesale and manufacturing representative

Students in this concentration will find opportunities in mass communication, including television, game systems and social networks. The interaction between sports and media has led to a multitude of applications of business knowledge to these fields.

Career examples include but are not limited to those shown in the following list. Advanced degrees or certifications may be required for academic or clinical positions.

<table>
<thead>
<tr>
<th>Career</th>
<th>*Growth</th>
<th>*Median Salary</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advertising Sales Representative</td>
<td></td>
<td>$49,680</td>
</tr>
<tr>
<td>Fitness and Wellness Coordinator</td>
<td>10.6%</td>
<td>$81,630</td>
</tr>
<tr>
<td>General Manager (GM) 🌟🌟</td>
<td>9.1%</td>
<td>$100,410</td>
</tr>
<tr>
<td>Market Research Analyst 🌟</td>
<td>23.2%</td>
<td>$63,230</td>
</tr>
<tr>
<td>Marketing Manager 🌟🌟</td>
<td>10.1%</td>
<td>$132,230</td>
</tr>
<tr>
<td>News Anchor</td>
<td></td>
<td>$32,450</td>
</tr>
</tbody>
</table>
News Director | $62,910
Public Relations Specialist | 8.8% | $59,300
Talent Agent | 4.7% | $64,940

* Data obtained from the Occupational Information Network (O*NET) under sponsorship of the U.S. Department of Labor/Employment and Training Administration (USDOL/ETA).

🌞 Bright Outlook 🌿 Green Occupation

Contact Information

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