

COPPIN STATE UNIVERSITY
SCHOOL OF EDUCATION
Health, Physical Education, Recreation and Dance

SPORTS MANAGEMENT STATUS SHEET
MARKETING (120 CREDITS)

Students who choose the marketing option will learn marketing principles in sports management and recreation services. This includes an evaluation of the elements of the marketing mix (product, place, price, promotion and public relations) and their unique applications to the sports industry. Graduates will show thorough knowledge of service marketing, strategic marketing planning, marketing research, and marketing opportunities used in tourism and the leisure sciences.

CODE	COURSE TITLE	CREDITS	SEMESTER/YR	GRADE
CORE REQUIREMENTS				
SPMT 101	Sport Governance & History	3		
SPMT 201	Facility, Equip. & Event Management	3		
SPMT 243	Psychological Aspect of Sports	3		
SPMT 308	Media Relations in Sport	3		
RECR 331	Community Recreation & Fitness	3		
SPMT 332	Sports, Ethics and The Law	3		
RECR 339	Problems in Urban Rec. & Sports	3		
RECR 435	Org. & Administration of Recreation	3		
SPMT 400	Sport Management Practicum (Juniors)	6		
SPMT 405	Intern./Field Work in Sport Mgmt. (Seniors)	12		
		42		
SPORT MARKETING CONCENTRATION (21 CRED.)				
ECON 103	Intro. To Business & Entrepreneurial Econ.	3		
MKTG 310	Marketing for Managers	3		
MGMT328	Dynamics of Management	3		
MGMT360	Consumer Behavior	3		
MGMT365	Sales Management	3		
MKTG 460	Marketing Research	3		
MGMT465	Advertising	3		
		21		
PHYSICAL EDUCATION ELECTIVES (5 CREDITS)				
PHED 103	Aerobic Fitness	1		
PHED 151	Swimming	1		
PHED 241	Intramural Sports	2		
PHED 251	Football/Badminton/Weight Training	2		
PHED 252	Basketball/Volleyball/Track	2		
PHED 351	Tennis/Racquetball/Paddle Gm.	2		
PHED 352	Soccer/Softball/Individual Activities	2		
PHED 451	Golf/Archery/Aerobic Training	2		
RECOMMENDED FREE ELECTIVES (5 CREDITS)				
HLTH 110	Drug Abuse Education	3		
HLTH 201	First Aide & Safety Education	2		
HLTH 205	Nutrition, Exercise & Weight Control	2		
KNES 202	Care & Prevention of Athletic Injuries	3		
KNES 301	Kinesiology	3		
KNES 302	Physiology of Exercise (eff. Spring 2008)	3		
PHED 343	Coaching and Officiating	2		
SPCH 202	Principles & Practices of Interviewing	3		
SPCH 204	Critical Listening	3		

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CODE	COURSE TITLE	CREDITS	SEMESTER/YR	GRADE
GENERAL EDUCATION REQUIREMENTS CATEGORY I				
ENGL 101	*English Composition I	3		
ENGL 102	*English Composition II	3		
CATEGORY II - ARTS & HUMANITIES (18 CREDITS)				
WLIT 203 or 204	*World Literature I or II	3		
ANY 200	*Any 200+ ENGL, JRNL or WLIT	3		
PHIL 102 or 201	*Intro. To Logic or Philosophy	3		
HIST 201	*U.S./World/AA History I & II	6		
MISC	*ART 105/MUSC 201/THEA 211/ DANC 226/IDIS 102 or 103/or a Foreign Language	3		
CATEGORY III - SOCIAL SCIENCES (6 CREDITS)				
PSCY 201	*General Psychology	3		
ECON 201	Introduction to Economics	3		
ANTH 207	Cultural Anthropology	3		
POSC 301	United States Government	3		
SOCI 201	Introduction to Sociology	3		
SOCI 200	Introduction to Social Science	3		
CATEGORY IV - MATHEMATICS (3 CREDITS)				
MATH 203	Basic Statistics (eff. Spring 2008)	3		
CATEGORY V - NATURAL SCIENCES (7-8 CREDITS)				
BIOL 101	*Biological Science	4		
CHEM 101	General Chemistry	4		
PHSC 101	Physical Science	4		
PHSC 103	Technology and Human Affairs	3		
CATEGORY VI - EMERGING ISSUES (6 CREDITS)				
HLTH	*Any 3 cr. Health Course (100 or 200 level)	3		
SPCH 105	Introduction to Speech Comm.	3		
SPCH 202	Principles & Practices of Interviewing	3		
SPCH 204	Critical Listening	3		
CATEGORY VII - TECHNOLOGY FLUENCY (3 CREDITS)				
MISY 150	Technology Fluency	3		

* Required Course

Rev. 7/23/08