

Student Testimonials

“If sports are your passion, Sport Management is for you! You get firsthand experience working in athletics and the opportunities are endless.”

Kasey Gengler

2014 Minnesota Vikings Intern

“NSU’s Sport Marketing and Administration program did a great job of providing the proper coursework and opportunities for experience in the field that has been invaluable to everything I’ve accomplished.”

Taylor Morsching

Graduate Student at UNC

“The SMAD program here at Northern is an exciting area that gives you hands on experience in the growing field of Sport Marketing and Administration, with professors who are friendly, approachable and always willing to help. This program has helped me realize that I have a passion for sports outside of just being an athlete.”

Alexandra Webster

NSU Student

“This program has enabled me to work outside of my comfort zone and accomplish tasks I never would have imagined. The experience I gained through my coursework has become an integral part of my everyday work in the Northern State University Athletic Department.”

Ashley Gabler

NSU Sports Information Graduate Asst.

Contact Info.

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School of Education

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Admissions Office

Student Center 213
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Aberdeen, S.D. 57401
Phone: 1-800-678-5330

E-mail: admissions@northern.edu

**Application process and
to schedule a tour:**

<http://northern.edu/admissions/Pages/default.aspx>



Sport Marketing and Administration

Bachelor of Science
Program



School of Education
Department of Health and
Physical Education



northern State university

Program Overview

Do you love sports, but your athletic ability is limited to fantasy leagues and memorizing statistics? Are you an athlete who has decided that the professional leagues may not be in your future? Do you enjoy meeting new people? If so, sports management is the career for you!

Sport Marketing and Administration allows you to stay involved in athletics as this hands on career field continues to grow across the country with positions available at all levels.



The Opportunities are Endless

Sport Communication

Careers in: Media Relations, Sports Information, Public Relations, Promotions, Sport Reporter, Sports Statistics, Sport History, Broadcasting

Sport Management & Marketing

Careers in: Marketing, Sales, Non-Profit Leadership, Advertising, Promotions, Concessions, Ticketing, Sports Agent, Telemarketing, Sports Law, Scouting, Fitness Management **Event & Facility Management**

Careers in: Facility Management, Operations, Special Events, Telemarketing, Retailing, Event Management, Campus Recreation, Security, Sport Technology

Athletic Administration

Careers in: Compliance, Facilities, Fundraising, Ticketing, Promotions, Concessions, Academic Counseling, Life Skills, Youth Development

Course of Study

Program Requirements

ACCT 210 - Principles of Accounting I
BADM 350 - Legal Environment of Business
BADM 360 - Organization and Management
BADM 370 - Marketing
BADM 457 - Business Ethics
PE 183 - Intro. to Sport Marketing and Admin.
PE 395 - Practicum
PE 411 - Sport Marketing
PE 412 - Financial Aspects of Sport
PE 414 - Law and Ethics
PE 440 - Organization and Admin. of HPER/A
PE 453 - Sport Psychology
PE 456 - Social Aspects of Sport
PE 459 - Introduction to Research Methods
PE 496 - Field Experience

Marketing Electives (6 Credits Needed)

BADM 334 - Small Business Management
BADM 336 - Entrepreneurship I
BADM 372 - Advertising
BADM 471 - Marketing Management
BADM 474 - Personal Selling
BADM 475 - Consumer Behavior
BADM 476 - Marketing Research

HPER Electives (6 Credits Needed)

HLTH 320 - Community Health
HLTH 240 - Health & Fitness for Older Adults
PE 334 - Behavioral & Social Science Issues in P.E.
PE 355 - Contemporary Issues in Coaching
PE 457 - Exercise Psychology
PE 469 - Coaching Baseball/Softball
PE 470 - Coaching Basketball
PE 471 - Coaching Football
PE 473 - Coaching Track and Field/CC
PE 474 - Coaching Wrestling
PE 475 - Coaching Volleyball
PE 477 - Coaching Soccer

Total: 57 Credits

Hands on Experience

Join the Howling Wolves!

The Howling Wolves is the student fan club at NSU and there are many opportunities for involvement. They sponsor game day events, seasonal contests, themed events, and have a great impact on athletics.

Internship Opportunities

The opportunities are endless for individuals within this program. With a little determination and helpful professors anything is possible!

In the Aberdeen Community students have worked with...

- Aberdeen Parks and Recreation
- NSU Athletics
- Aberdeen Wings Hockey
- Hub City Soccer

Around the country students have worked with...

- Minnesota Vikings
- St. Paul Saints
- Minnesota Twins
- Huntsville Stars (AA Brewers Affiliate)

Project-Based Coursework

Faculty members are committed to providing curriculum that is real, exciting, and meaningful. The courses in this program of study include numerous hands on learning experiences in addition to a practicum and internship.

