

Business (Sports Business), BA

BABUSMSBA


Program description

The BA program in business with a concentration in sports business is attractive to students with an interest in the sports industry.

Students acquire the skills necessary to build knowledge and understanding of the development of the strategic business process in sports organizations and its relationship to media. The program offers a strong focus on applied elements of the sports industry, especially as it relates to media and its impact on the industry.

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.

At a glance

- **College/School:** [W. P. Carey School of Business](#)
- **Location:** [Tempe](#), [West Valley](#) or [Online](#), [ASU Local](#)
- **Second language requirement:** No
- **First required math course:** MAT 210 - Brief Calculus
or MAT 117 College Algebra
- **Math intensity:** Moderate 

Required courses (Major Map)

[2024 - 2025 Major Map \(on-campus\)](#)

[2024 - 2025 Major Map \(online\)](#)

Concurrent program options

Students pursuing concurrent degrees (also known as a "double major") earn two distinct degrees and receive two diplomas. Working with their academic advisors, students can create their own concurrent degree combination. Some combinations are not possible due to high levels of overlap in curriculum.

Accelerated program options

This program allows students to obtain both a bachelor's and master's degree in as little as five years. It is offered as an [accelerated bachelor's plus master's degree](#) with:

[Entrepreneurship and Innovation, MS](#)

[Global Management \(Creative Industries and Design Thinking\), MGM](#)

[Global Management \(Digital Audience Strategy\), MGM](#)

[Global Management \(Global Affairs\), MGM](#)

[Global Management \(Global Business\), MGM](#)

[Global Management \(Global Development and Innovation\), MGM](#)

[Global Management \(Global Digital Transformation\), MGM](#)

[Global Management \(Global Entrepreneurship\), MGM](#)

[Global Management \(Global Health Care Delivery\), MGM](#)

[Global Management \(Global Legal Studies\), MGM](#)

[Global Management \(Nonprofit Leadership and Management\), MGM](#)

[Global Management \(Public Administration\), MGM](#)

[Global Management \(Public Policy\), MGM](#)

[Global Management \(Sustainability Solutions\), MGM](#)

[Global Management \(Sustainable Tourism\), MGM](#)

[Global Management, MGM](#)

Acceptance to the graduate program requires a separate application. Students typically receive approval to pursue the accelerated master's during the junior year of their bachelor's degree program. Interested students can learn about eligibility requirements and [how to apply](#).

Admission requirements

General university admission requirements:

All students are required to meet general university admission requirements.

[First-year](#) | [Transfer](#) | [International](#) | [Readmission](#)

Additional requirements:

First-year admission requirements for this program are the same as the university's first-year admission requirements.

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

Transfer admission requirements:

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

Students who are admissible to the university but do not meet admission requirements for this program and did not select a second major or are not admissible to their second major choice will be placed in the BA program in applied business and technology solutions in W. P. Carey School of Business, which is offered via ASU Online as well as at the Polytechnic and West Valley campus locations. Students not interested in that program or campus location may reach out to wpcareyug@asu.edu for assistance in selecting another degree program.

Tuition information

When it comes to paying for higher education, everyone's situation is different. Students can learn about [ASU tuition and financial aid](#) options to find out which will work best for them.

Change of Major Requirements

Students should refer to the [W. P. Carey School of Business](#) website to determine if they meet change of major requirements. Students ready to change their major should submit their request through the business school's [advising website](#).

Students should visit the [Change of Major form](#) for information about how to change a major to this program.

Attend online

ASU Online

ASU offers this program in an online format with multiple enrollment sessions throughout the year. Applicants may [view the program's ASU Online page](#) for program descriptions and to request more information.

ASU Local

It is now possible to earn an ASU degree with [ASU Local](#), an integrated college experience in which students take advantage of in-person success coaching and programming experiences on site while completing one of 130+ undergraduate online degree programs, all of which come with online faculty interaction and tutoring support.

Transfer options

ASU is committed to helping students thrive by offering tools that allow personalization of the transfer path to ASU. Students may use [MyPath2ASU®](#) to outline a list of recommended courses to take prior to transfer.

ASU has [transfer partnerships](#) in Arizona and across the country to create a simplified transfer experience for students. These pathway programs include exclusive benefits, tools and resources, and they help students save time and money in their college journey.

Global opportunities

Global experience

With over 300 programs in more than 65 countries (programs vary in length, from one week to one year), study abroad is possible for all ASU students who wish to acquire a global perspective and knowledge in preparation for their career. Through global experiences provided by the [Global Education Office](#), students gain valuable skills employers seek, such as communication skills, flexibility, motivation and a global perspective on business applications worldwide.

Business students can study abroad nearly anywhere in the world, including in global business hubs. The W. P. Carey School of Business recommends [these programs](#) for students with a concentration in sports business.

Career opportunities

Graduates of this concentration find opportunities in mass communication, including television, game systems and social networks. Career opportunities for graduates 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

Example job titles and salaries listed below are not necessarily entry level, and students should take into consideration how years of experience and geographical location may affect pay scales. Some jobs also may require advanced degrees, certifications or state-specific licensure.

Career	*Growth	*Median salary
<u>Advertising Sales Representative</u>		\$58,450
<u>Fitness and Wellness Coordinator</u>	4.3%	\$56,090
<u>General Manager (GM)</u> ☀	4.2%	\$98,100
<u>Market Research Analyst</u> ☀	13.4%	\$68,230
<u>Marketing Associate</u>	1.9%	\$127,830
<u>Marketing Manager</u> ☀	6.6%	\$140,040
<u>Public Relations Manager (PR Manager)</u> ☀	5.9%	\$129,430
<u>Public Relations Specialist</u> ☀	6.1%	\$67,440
<u>Sales Manager</u>	4.0%	\$130,600
<u>Talent Agent</u> ☀	8.2%	\$82,530

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

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Contact information

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