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 provides students with 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 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 or Online, ASU Local
- **Additional Program Fee:** Yes
- **Second Language Requirement:** No
- **First Required Math Course:** MAT 210 - Brief Calculus or MAT 117 College Algebra
- **Math Intensity:** Moderate

Required Courses (Major Map)
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 and master's degree with:

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 (Integrated Health Care), 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. During their junior year, eligible students are advised by their academic departments to apply.

Admission Requirements

General University Admission Requirements:
All students are required to meet general university admission requirements.

Additional Requirements:

Freshman admission requirements for this program are the same as the university's freshman 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 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 are placed in the exploratory social and behavioral sciences program in University College.

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 are 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](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](https://apps.wpcarey.asu.edu/apps/advising/index.cfm).

Students should refer to [https://changemajor.apps.asu.edu](https://changemajor.apps.asu.edu) 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 description and request more information [here](https://changemajor.apps.asu.edu).
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. Those interested may learn more about ASU Local [here](#).

**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. Students may learn more about these programs by visiting the admission site: [https://admission.asu.edu/transfer/MyPath2ASU](https://admission.asu.edu/transfer/MyPath2ASU).

**Global Opportunities**

**Global Experience**

As globalization continues to impact the way business functions, study abroad programs provide vital experiences to students. Students can immerse themselves in cultures where sports are a central part of society and understand the business behind it.

Through study abroad, 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 the following study abroad programs for students majoring in business with a concentration in sports business: [https://goglobal.asu.edu/students/major/wp-carey/sports-business](https://goglobal.asu.edu/students/major/wp-carey/sports-business).

**Career Opportunities**

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

Graduates of this concentration 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>$54,940</td>
</tr>
<tr>
<td>Fitness and Wellness Coordinator</td>
<td></td>
<td>not available</td>
</tr>
<tr>
<td>General Manager (GM)</td>
<td>5.8%</td>
<td>$103,650</td>
</tr>
<tr>
<td>Market Research Analyst</td>
<td>17.7%</td>
<td>$65,810</td>
</tr>
<tr>
<td>Marketing Associate</td>
<td></td>
<td>$133,460</td>
</tr>
<tr>
<td>Marketing Manager</td>
<td>6.7%</td>
<td>$142,170</td>
</tr>
<tr>
<td>Public Relations Manager (PR Manager)</td>
<td></td>
<td>not available</td>
</tr>
<tr>
<td>Public Relations Specialist</td>
<td>7.2%</td>
<td>$62,810</td>
</tr>
<tr>
<td>Sales Manager</td>
<td>3.5%</td>
<td>$132,290</td>
</tr>
<tr>
<td>Talent Agent</td>
<td>11.8%</td>
<td>$75,420</td>
</tr>
</tbody>
</table>

* 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

Department of Marketing | BAC 460
wpcareyug@asu.edu | 480-965-3621