



**KENTUCKY STATE
UNIVERSITY**

SPORTS MANAGEMENT TRACK

The Sports Management Track of this degree combines the study of human movement and physical performance with the business and administrative side of sports. Students will gain knowledge in exercise physiology, sports marketing, facility management, and leadership, preparing them for diverse careers across the sports and fitness industries. Graduates from this track can apply their knowledge in areas such as athletic administration, sports marketing and promotion, event and facility management, corporate wellness, fitness and performance coaching, recreation and community programming, and sports entrepreneurship.

Course	Title	Hours
Year 1		
Fall		
FYE 118	First Year Experience	3
ENG 101	English Comp I	3
COM 103	Interpersonal Communication	3
BIO 111 or BIO 101	Principles of Biology or Life Science	4
BUA 101	Computer Applic Business	3
Hours		16
Spring		
ENG 102	English Comp II	3
MAT 115 or MAT 111	College Algebra or Acceler. Contemp. Mathematics	3
FIN 101 or ECO 201	Financial Literacy or Prin of Economics I	3
PSY 200 or SOC 203	General Psychology or Principles of Sociology	3
EDU 204 or BUA 120	Cultural Responsiveness or Business and Society	3
EXC 200	Lifelong Leisure Activities	2
Hours		17
Year 2		
Fall		
ART 130 or MUS 130	Introduction to Art or Introduction to Music	3
HIS 103 or HIS 108	Western Civilization or Intro to African American Hist	3
BUA 204 or ENG 216	Business Communication or Technical Writing	3
ACC 201	Principles of Accounting I	3
EXC 299	Sports Concepts	3
Hours		15
Spring		
ACC 202	Principles of Accounting II	3
EXC 345	Sports Communication	3
EXC 360	Economics/Governance in Sports	3
MKT 301	Principles of Marketing	3

ECO 202	Prin of Economics II	3
Hours		15
Year 3		
Fall		
EXC 323	Intro to Exercise Science	3
EXC 333	Psycho Socio Aspects of Sports	3
EXC 340	Sports Marketing	3
MGT 301	Principles of Management	3
EXC 371	Sports Facility/Event Manageme	3
EXC 218	Teach Body Conditioning	1
Hours		16
Spring		
EXC 355	Sports Officiating	2
EXC 370	Sport and Society	3
EXC 320	Adapted Physical Education	3
HED 300	Found of Health Education	3
EXC 421	Organization Admin of HPE	3
Hours		14
Year 4		
Fall		
HED 321	Community Health	3
EXC 380	Coaching Competitive Athletics	2
EXC 389	Legal Aspects of Coaching	3
EXC 401	Tests Measurements of HPE	3
EXC 402	Research Methods/Exercise Sci	3
Hours		14
Spring		
EXC 440	Internship In Exercise Science	3
JOU 205	Sports Reporting	3
MKT 325	Internet Marketing	3
EDU 422	Teaching Health in Schools	3
EXC 111 or EXC 124	Track and Field or Aerobic Dance II	1
Hours		13
Total Hours		120