

Sport Management Major, B.S.

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Lieutenant General John W. Rosa, President

**Contact Information:**

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## **Classification**

Program Title:	Sport Management
Academic Unit Involved:	Department of Health, Exercise, and Sport Science School of Science and Mathematics
Designation:	Sport Management Major, 4-Year Baccalaureate (B.S.)
Proposed Date of Implementation:	Fall 2012
CIP Code:	310504
Identification of Program:	New (Change the B.S. in Physical Education with Concentration in Sport Management and Administration to a stand-alone B.S. in Sport Management)
Site:	The Citadel
Program Qualifies for Supplemental Palmetto Fellows Scholarship and Life Scholarship Awards:	No
Delivery Mode:	Traditional

## **Justification**

### **Purpose and Objectives**

The Department of Health, Exercise, and Sport Science (HESS) at The Citadel currently offers a CHE approved Bachelor of Science in Physical Education with Concentration in Sport

Management and Administration. This request is to move that concentration to a Bachelor of Science in Sport Management. This action will:

- 1) give The Citadel a degree name comparable to the majority of institutions offering this program;
- 2) better serve the 30 students currently in our Sport Management and Administration Concentration,
- 3) give the Department of Health, Exercise, and Sport Management a recognizable degree name which will allow us to more directly recruit potential students to this major, and
- 4) provide a degree that is immediately recognized and accepted by graduate programs in sport management, business administration, and other related graduate programs.

At present, students often find this concentration through “word-of-mouth” and join this concentration later in their undergraduate careers. This makes a smooth transition into this concentration more difficult. We have also found that students whose true interest in the sport management aspects of the business community choose to major in business administration when they would have been more interested in sport management if they had recognized the concentration. We truly believe that a major in sport science will assist us in reducing the number of students who find us late in their academic careers. In addition, the sport management major is the degree used by the overwhelming majority of our peer institutions in the region as well as nationally. Sport management is recognized as one of the degree names for students wishing to pursue either a career in the “sport industry,” or wishing to pursue a graduate degree in sport management or a related area. Earning the B.S. in Sport Management rather than the B.S. in Physical Education with Concentration in Sport Management and Administration will make our graduates more competitive as they seek careers in the sport, recreation and fitness marketing and management fields (e.g., ticket sales, marketing departments of collegiate or professional teams, managing a health club, etc.) or admission to graduate or professional schools.

### **Need for the Program**

#### Student Need

The B.S. in Physical Education with Concentration in Sport Management and Administration has consistently attracted substantial numbers of majors, and we anticipate that with change to offering the B.S. in Sport Management the number of majors will only increase. Currently, we have 29 in the Sport Management and Administration Concentration, and under the proposed change in degree designation, these 29 students would be pursuing the B. S. in Sport Management.

	Majors	Degrees Awarded
2011-12	29	
2010-11	29	5
2009-10	40	4

2008-09	29	6
2007-08	24	6
2006-07	23	7
2005-06	31	9

Students most likely to be interested in the Sport Management program are those who:

1. plan to attend graduate programs in Sport Management or Business Administration;
2. anticipate working at a sport facility, or in an administrative capacity related to a collegiate or professional team, sport marketing agency, sport consulting firm, sport research agency, sport governance organization, etc.
3. are already employed in the sport industry and need additional education and theoretical as well as applicable skills and knowledge for advancement in that industry.

The sport management graduates would also qualify to pursue accelerated graduate certificates in specific areas of need such as sport sales and/or marketing. Finally, students enrolled in sport management meet most of the prerequisites for graduate business school and the degree has the flexibility to allow them to meet any additional requirements for an M.B.A. degree. In the last three years, we have seen an increase in the number of students who wish to pursue graduate study in sport management or pursue an accelerated graduate certificate in sport management. Thus, there is a need for a curriculum that will allow them to meet the majority of entry requirements for graduate study in sport management or business without the need for additional coursework (sport management graduate programs) or only minimal additional coursework (1-2 courses) for admissions to business administration graduate programs. Finally, research indicates that students and their families desire a focused program that allows students to graduate in four years with the ability to meet career goals.

### Industry Need

Research by established marketing agencies indicates that sport is the sixth industry in terms of the amount of money distributed through it. Other indications also point out that the sport industry is resilient even in difficult economic times such as those we are experiencing at present. For example, events with an average of \$40.00 for participation per participant have shown a steady increase in numbers in double digits during the 2008-2011 periods. That is the same period during which the majority of businesses of almost any other nature have shown a steady decline. With the additional emphasis by most health and wellness agency on the benefits of exercise, we have witnessed an increase in sport participation as well as in fitness/health club memberships and participation in recreational activities. Where once team sports ruled participation, today's participants are looking more for individual sports that allow them to test their limits and abilities, as

well as gain enjoyment. Add to that the fact that sport has become the No. 1 entertainment form for every age, and one can see that the education of individuals knowledgeable and well trained in the area of sport management is critically important.

### Regional, State, National and Global Need

With the explosion of the business aspect of sports (current extravaganza of Super Bowl XLVI as an example) and with estimated business transactions that exceed \$400 billion in the USA, the sport industry is larger than combined industries that are more known, such as automobile and agriculture, and provides excellent career opportunities for individuals who are knowledgeable and well trained in the area of sport management. On the global environment, that amount of money doubles as international and global venues in sport industry slowly start to react to opportunities. For example, today's NBA receives half of its income from international sales and rights. English Premier League and UEFA's Champions League have a global appeal and receive considerable income from their international business and rights. Regionally, Charleston is not only a destination city that encourages sport tourism but also is the home of three professional teams, one mega event in tennis, one mega event in road racing, and a score of other smaller but nonetheless important events, such as the occasional regatta and/or sailing event, fishing tournaments, various sports youth tournaments, and an occasional PGA Tour event at one of the local golf courses. The demands of such a rapidly growing industry require personnel who are trained in all aspects of marketing (approximately 75% of new positions in sport industry are marketing related), and that can best be accomplished through a sport management specific program. Our graduates are well prepared to take on the varied challenges of the sport industry, and this preparation will be more easily recognized when we can award them the B.S. in Sport Management rather than the B.S. in Physical Education with Concentration in Sport Management and Administration.

This growth in all aspects of the sport industry increases not only the need for a program that will educate leaders for the local sporting needs but also provides more opportunities for our students to actually be involved in their field through practica and internships and to utilize such an environment as a stepping stone for first employment and/or for future employment or advancement. In the past 2-3 years, we have been able to incorporate the creation of our new curriculum for the sport management concentration into a promotional tool and to create an excellent partnership network with majority of the local sport organizations which has resulted in the placing of our students as interns or paid professionals in those organizations. Thus, we are not only filling programmatic needs for practica, but we are also providing the local sport industry with educated and trained personnel. As such, the sport industry is in great need of professionals who are educated and trained towards the specific aspects of sport business and not of general business. Additionally, such a demand from a rapidly growing industry requires personnel who are trained in all aspects of marketing (approximately 75% of new positions in sport industry are marketing related), and this can best be accomplished through a sport management

specific program. Another fact that might emphasize such need is the appearance lately of a number of graduate Certificate programs that concentrate in marketing and sales as well as in management of global organizations

### **Centrality of the Program to the Mission of The Citadel as Defined by CHE**

The B.S. in Physical Education with Concentration in Sport Management and Administration is currently recognized as being central to the mission of The Citadel as defined by CHE. This requested change to the B.S. in Sport Management will only enhance the role of this program at

### **Relationship of the Proposed Program to Existing Programs at The Citadel**

The current B.S. in Physical Education with Concentration in Sport Management currently complements other programs in the Department of Health, Exercise, and Sport Science as well as programs offered in the School of Business Administration. This requested change to rename that concentration to the B.S. in Sport Management will only enhance these relationships.

### **Similarities or Differences Between the Proposed Program and Those with Similar Objectives at Other Institutions**

With the approval to rename the B.S. in Physical Education with Concentration in Sport Management the B.S. in Sport Management, The Citadel's program that is already comparable in content to several programs in the state that follow the curricular recommendations set forth by North American Society of Sport Management will also be more closely titled to those programs. The program in Sport and Entertainment Management at the University of South Carolina, while comparable, is geared more towards the entertainment than the program at The Citadel. The Interdisciplinary program offered by Winthrop University might be the closest to the program at The Citadel not only in terms of curriculum but also being in close proximity of a marketing area with a number of sport organizations and events. The program at Coastal Carolina University is also comparable in curriculum.

### **Enrollment**

Currently the Sport Management and Administration Concentration has the second largest student enrollment in the Department of Health, Exercise, and Sport Science. The change to a B.S. in Sport Management will enhance visibility, improve recruiting efforts, and allow the department to market this program regionally and nationally.

Note: The following enrollment projections are based on current enrollments in the Sport Management and Administration Concentration using a conservative increase of 5% per year. Credit hour production is based on 16 hours per semester per student (total) for the fall and spring.

PROJECTED TOTAL ENROLLMENTS FOR 2012-17 (STARTING WITH DATA FROM 2011-12 )

<b>PROJECTED TOTAL ENROLLMENT</b>						
<b>YEAR</b>	<b>FALL</b>		<b>SPRING</b>		<b>SUMMER</b>	
	Headcount	Credit Hours	Headcount	Credit Hours	Headcount	Credit Hours
2011-12	30	480	30	480	0	0
2012-13	32	512	32	512	0	0
2013-14	34	544	34	544	0	0
2014-15	36	576	36	576	0	0
2015-16	38	608	38	608	0	0
2016-17	40	640	40	640	0	0

<b>ESTIMATED NEW ENROLLMENT</b>						
<b>YEAR</b>	<b>FALL</b>		<b>SPRING</b>		<b>SUMMER</b>	
	Headcount	Credit Hours	Headcount	Credit Hours	Headcount	Credit Hours
2011 - 12	13	208	13	208	0	0
2012 - 13	14	224	14	224	0	0
2013 - 14	15	240	15	240	0	0

2014 – 15	16	256	16	256	0	0
2015-16	17	272	17	262	0	0
2016-17	18	288	18	288	0	0



## Curriculum

Sample Sport Science curriculum

<b>Freshman Year - Fall</b>		<b>Freshman Year - Spring</b>	
ENGL-101	3	ENGL-102	3
History I	3	History II	3
Physical Science	4	Physical Science	4
PHED-101	3	CSCI-110	3
RPED-250	2	Social Science	3
ORTN-101	1	RPED-251	2
ROTC	1	ROTC	1
<b>TOTAL</b>	<b>17</b>	<b>TOTAL</b>	<b>19</b>
<b>Sophomore Year – Fall</b>		<b>Sophomore Year - Spring</b>	
ENGL-201	3	ENGL-202	3
MODERN LANGUAGE	3	PESM-202	3
PESM-201	3	BADM-202	3
MATH-104	3	MATH-105	3
BADM-211	3	MODERN LANGUAGE	3
RPED-1XX - Activity	0	RPED-1XX	0
ROTC	1/2	ROTC	1/2
<b>TOTAL</b>	<b>19/20</b>	<b>TOTAL</b>	<b>19/20</b>
<b>Junior Year – Fall</b>		<b>Junior Year – Spring</b>	
MODERN LANGUAGE	3	MODERN LANGUAGE	3
PESM-301	3	BADM-338	3
BADM-309	3	PESM-303	3
APPROVED ELECTIVE	3	PESM-304	3
APPROVED ELECTIVE	3	PESM-305	3
ROTC	2/3	ROTC	2/3
Physical Science	4	Physical Science	4
<b>TOTAL</b>	<b>21/22</b>	<b>TOTAL</b>	<b>21/22</b>
<b>Senior Year - Fall</b>		<b>Senior Year – Spring</b>	
PESM-401	3	APPROVED ELECTIVE	3
PHED-404	3	PHED-421	1
PESM-402	3	PESM-499	9
PHED-406	3		
ROTC	3	ROTC	3
<b>TOTAL</b>	<b>15</b>	<b>TOTAL</b>	<b>16</b>

## **Program Objectives/Learning Outcomes**

The major in sport science is designed to provide an exemplary educational environment and experiences leading to acquisition of skills, knowledge and attitudes within domains of management and administration of sport, exercise, and recreation. Competence within each of these areas contributes to preparing our students for graduate education and leadership positions in sport management and sport professions, including the recreational industry, college/university sports, resort sports management, intramural/club/recreational sport programs, and management positions in the sport and wellness/fitness industry.

The objectives of The Citadel's sport management program are closely aligned with the core competencies required by the NASSM (North American Society of Sport Management).

The sport management graduate will be able to:

1. Demonstrate knowledge of the history of the discipline, current trends and issues in sport management, the professional associations and benefits of membership, career options possible with a degree in sport management, and future trends and problems facing the field today and in the near future.
2. Demonstrate knowledge of the core concepts of socio-psychological aspects of sport, the marketing of sport, and such specific aspects as promotions and sales as they relate to different areas of the sport industry.
3. Demonstrate ability to transfer theoretical knowledge obtained in classroom into a practical application environment and provide evidence of such ability.
4. Demonstrate knowledge and ability to create a marketing plan that is based upon previous knowledge and ability to construct relevant research to uncover elements required for such a plan formulation.
5. Demonstrate knowledge of economic and financial concepts as they relate to the sport industry.
6. Demonstrate knowledge of administration of sport facilities and events and be able to defend actions taken in a theoretical setting (Case studies).
7. Demonstrate knowledge of communication and relationship marketing as they relate to the sport industry and of factors affecting such concepts in decision making.
8. Describe the need for continuing research in sport management, understand the value of such research, and participate in sport management research.
9. Demonstrate knowledge of research design, data and statistical analysis, and an understanding of research ethics and rights of human research subjects.
10. Apply all the above skills in practical experiences appropriate for the student's career goals

## **Assessment of Student Learning Outcomes**

Student learning outcomes will coincide with the list of core competencies described by the NASSM. The core competencies of the sport management include: psychosocial aspects of sport, sport marketing and communications, sport finance/accounting/economics, legal aspects of sport, international foundations of sport, sport governance, management of events/facilities, and

integrated field experiences and internships. Students will be assessed through written exams; case studies; papers on specific questions dealing with various issues related to sport management and its organizations; research abstracts on specific sport management issues such as economic impact of an event or facility, creation of surveys or sponsorship plans; creation of marketing plans for an event or sport venue; portfolio creation for employment; and reports of field experiences and internships as well as presentation of such experiences to an audience.

### **New Courses**

At present time there will be no need for any new courses to be added. As trends in industry change, new courses will be added as approved electives.

## **Faculty**

Table details each faculty/instructor involved in the program

<b>List Staff by Rank</b>	<b>Highest Degree Earned</b>	<b>Field of Study</b>	<b>Teaching in Field (Yes/No)</b>
Associate Professor	DPE	Athletic Administration	YES
Assistant Professor	Ph.D.	Sport Management	YES
Visiting Professor	M.A.	History	YES *
Visiting Professor	M.A.	English	YES *
Adjunct	Ph.D. Candidate	Sport Management	YES

\*Teaching In Field is based on extensive professional experience in sport management. The accrediting organization (COSMA) and the professional association (NASSM) provide allowances to hire exemplary practitioners from the field for instructional purposes only. These instructors are not involved in advising or other co-curricular duties but provide a current knowledge and perspectives of the field that might not be present through our regular faculty.

## **Institutional Plan for Faculty Development**

The Citadel supports faculty development and research through funds provided by The Citadel Foundation. Currently each faculty member has the opportunity to apply for faculty development grants of up to \$2500 each year as well as up to \$2500.00 in support of faculty research. Members of the faculty are expected to be active in their professional organizations and conduct research as applicable in their fields. In addition, each faculty member is expected to teach 12 undergraduate credit hours per term and stay current in their field of expertise. When the teaching load includes a graduate course, the teaching load is nine hours. Using available faculty development monies to do this is necessary to provide the highest level of education to students, both graduate and undergraduates.

### **Institutional Definition of Full-Time Equivalents (FTE)**

Twenty-four hours is equivalent to 1 FTE that is taught during the entire academic year.

### **Unit Administration/Faculty/ Staff Support**

The head of the Department of Health, Exercise, and Sport Science spend .5 FTE administering the programs of the department.

<b>UNIT ADMINISTRATION/FACULTY/STAFF SUPPORT</b>						
<b>YEAR</b>	<b>NEW</b>		<b>EXISTING</b>		<b>TOTAL</b>	
	Headcount	FTE	Headcount	FTE	Headcount	FTE
<b>Administration</b>						
2012 – 13	0	0	1	.5	1	.5
2013-14	0	0	1	.5	1	.5
2014-15	0	0	1	.5	1	.5
2015-16	0	0	1	.5	1	.5
2016-17	0	0	1	.5	1	.5

<b>Faculty</b>						
2012 – 13	0	0	5	3.5	5	3.5
2013 – 14	0	0	5	3.5	5	3.5
2014 – 15	0	0	5	3.5	5	3.5
2015 – 16	0	0	5	3.5	5	3.5
2016 – 17	0	0	5	3.5	5	3.5
<b>Staff</b>						
2012-13	0	0	2	1.25	2	1.25
2013-14	0	0	2	1.25	2	1.25
2014-15	0	0	2	1.25	2	1.25
2015-16	0	0	2	1.25	2	1.25
2016-17	0	0	2	1.25	2	1.25

## **Physical Plant**

### Existing Facilities

The sport management major will be housed in Deas Hall on The Citadel campus where the sport management concentration currently exists. This building houses one all-purpose classroom, one state of art exercise science laboratory, a cardio recreational area with approximately 20 state of the art cardio/endurance stationary machines, a state of the art Nautilus weight training center with 15 stationary machines two computer laboratories/classrooms with 8 and 13 workstations with Microsoft Office respectively, and 5 regular classrooms. In addition, there is an all-purpose weight training room with

a combination of machines and free weights, two locker rooms, a swimming pool, six racquetball courts, and a gymnasium that can be divided into four teaching stations/courts. All classrooms are equipped with the latest teaching technology such as LCD projectors and Smart Podiums. Although majority of the facilities are shared with cadet activities and intramural and clubs activities, academic programs are given priority in use of all the various activity areas.

#### Additional Physical Plant Requirements

There are no additional physical plant requirements foreseen at this time.

#### **Equipment**

At present time there is no need for additional equipment for the sport management degree.

#### **Library Resources**

At present time the resources at the library related to the program are adequate for the needs of the proposed degree. Relevant holdings in the Daniel Library consist of over 10,500 references to health, exercise science, and physical education and over 650 print and electronic journal subscriptions. Journal collections include archival holdings in print, microform, and electronic format, as available. Faculty and students have access to discipline-specific online resources and databases on and off campus including *SPORTDiscus*, *Physical Education Index*, and *Sport Business Research Network*. Other databases of value to faculty and students studying health, exercise science and physical education include *ScienceDirect*, *CINAHL*, *MEDLINE*, *Health & Wellness Resource Center*, *Health Reference Center Academic*, *Wiley Online Library* and *Science in Context*. The library provides access to over 65,000 unique journal and newspaper titles in support of The Citadel's curriculum. Electronic books are provided through ebrary, and physical DVDs and the *Films on Demand* database offer over 1,000 relevant video resources. The library has additional holdings in related fields including Education, Psychology, Biology, and Business Administration.

All Citadel faculty and students may use interlibrary loan services at no charge to acquire books and journal articles not immediately accessible through the library. The library has reciprocal borrowing privileges through the Partnership among South Carolina Academic Libraries (PASCAL) catalog of nearly 10,000,000 books.

A librarian is assigned to the HESS department as a collection and instruction liaison. Beyond this, the library considers every book, journal, film, and database purchase suggestion from students and faculty essential to the collection management process.

Remodeling projects in 2009 and 2012 have ensured that the library's capacity for effective study and collection space are maintained.

#### **Accreditation, Approval, Licensure or Certification**

The B.S. in Sport Management will provide students with the core competencies to become more marketable in the field of the sport management and its organizations. In addition, it will create better opportunities for acceptance to a graduate program in either sport management or business administration. As the number of majors in sport management increases, we will seek program credentialing from the Commission on Sport Management Accreditation (COSMA), a newly founded accreditation organization for sport management education programs, which will further enhance the regional and national visibility of our program and potentially make our graduates even more marketable.

### **Articulation**

While there are no formal articulation agreements, The Citadel Department of Health, Exercise, and Sport Science and its Sport Management program are eager to collaborate with other institutions and programs in the state and region.



## Estimated Cost

Note: All library expenditures are centralized through Daniel Library. Estimated costs are based on the 2011-12 budget of the Department of Health, Exercise, and Sport Science with an estimated 3.5% increase per year. Program Administration and Clerical/Support Personnel cost have been estimated based number of students being served.

### Costs to the Institution and Sources of Financing

<b>ESTIMATED COSTS BY YEAR</b>						
<b>CATEGORY</b>	<b>1<sup>st</sup></b>	<b>2<sup>nd</sup></b>	<b>3<sup>rd</sup></b>	<b>4<sup>th</sup></b>	<b>5<sup>th</sup></b>	<b>TOTALS</b>
Program Administration	12,843	13,293	13,759	14,241	14,740	68,876
Faculty Salaries	242,680	251,174	259,966	269,065	278,483	1,301,368
Graduate Assistants	0	0	0	0	0	0
Clerical/Support Personnel	12,423	12,858	13,309	13,775	14,258	66,623
Supplies and Materials	12,317	12,749	13,196	13,658	14,136	66,056
Library Resources	0	0	0	0	0	0
Equipment	0	0	0	0	0	0
Facilities	0	0	0	0	0	0
Other (Identify)	0	0	0	0	0	0
<b>TOTALS</b>	<b>280,263</b>	<b>290,074</b>	<b>300,230</b>	<b>310,739</b>	<b>321,617</b>	<b>1,502,923</b>

<b>SOURCES OF FINANCING BY YEAR</b>						
Tuition Funding	12,317	12,749	13,196	13,685	14,136	66,056
Program-Specific Fees	0	0	0	0	0	0
State Funding*	267,946	277,325	287,034	297,081	307,481	1,436,867
Reallocation of Existing Funds**	0	0	0	0	0	0
Federal Funding	0	0	0	0	0	0
Other Funding (Specify)	0	0	0	0	0	0
<b>TOTALS</b>	280,263	290,074	300,230	310,739	321,617	1,502,923

**Institutional Approval**

Since this program already exists with CHE approval at The Citadel as the B.S. in Physical Education with Sport Management and Administration Concentration and the request to CHE involves only a change in the degree title, the institutional approval for this change required only the approval of the president and the provost which was reflected in their signatures on the Program Planning Summary submitted to CHE on 15 November 2011.