Program Overview
The sports business concentration offered by Saint Louis University's John Cook School of Business prepares students for a variety of sports-related careers, including front-office management and operations, sports marketing and communication, sponsorship development, licensing, and representation. The concentration is interdisciplinary and includes courses from management, marketing, economics, IT management and communication.

Sports business students benefit from an active sports business advisory board, which includes representatives from major and minor league franchises, major sponsorship organizations, sporting goods manufacturers and sports agencies.

Degree(s)
+ Bachelor of Science (B.S.) in business administration, concentration in sports business

About the Faculty
The faculty is at the center of our efforts to provide a challenging, high-quality educational experience, with one of the major strengths being that the faculty members are academically prepared in their special field of accounting and have professional experience in a variety of work settings. Many classes include applying theory to real-world situations.

Curriculum
In addition to fulfilling the requirements for the B.S. in business administration degree, students must complete 18 credit hours.

Required courses:
+ MGT 3400: Introduction to Sports Management
+ MGT 4400: Integrated Sports Business Planning
+ MKT 3500: Sports Marketing

Electives (three of the following):
+ ECON 4500: Sports Economics
+ ITM 3800: Project Management
+ MGT 3301: Negotiations and Conflict Resolution
+ MGT 4401: Legal Issues in Sports and Entertainment
+ MGT 4402: Intercollegiate Athletics Management
+ SPBZ 4910: Sports Business Internship
+ CMM 3080: Sports Communication

Business majors may complete the sports business supporting area of study in addition to their chosen area of concentration.

Requirements for the supporting area include:
+ MGT 3400: Introduction to Sports Management
+ MGT 4400: Integrated Sports Business Planning

And two of the following:
+ ECON 4500: Sports Economics
+ ITM 3800: Project Management
+ MGT 3301: Negotiations and Conflict Resolution
+ MGT 4401: Legal Issues in Sports and Entertainment
+ MGT 4402: Intercollegiate Athletics Management
+ MGT 3500: Sports Marketing
+ SPBZ 4910: Sports Business Internship
+ CMM 3080: Sports Communication
Admission Requirements

Freshman: All applications are thoroughly and carefully reviewed. Solid academic performance in college preparatory course work is a primary criterion in reviewing a freshman applicant’s file. College admission test scores (ACT or SAT) are used as an additional indicator of the student’s ability to meet the University’s academic requirements and to qualify the student for certain University scholarship programs. To be considered for admission to any Saint Louis University undergraduate program, the applicant must be approaching graduation from an accredited high school or have an acceptable score on the General Education Development (GED) test.

Transfer: Applicants must be a graduate of an accredited high school or have an acceptable score on the GED. An official high school transcript and official test scores are required only of those students who have attempted fewer than 24 transferable semester hours (or 30 quarter hours) of college credit. Those having completed 24 hours or more of college credit need only submit a transcript from previously attended college(s). In reviewing a transfer applicant’s file, the office of admission holistically examines the student’s academic performance in college-level coursework as an indicator of the student’s ability to meet the academic rigors of Saint Louis University.

Internships and Careers

SLU’s urban location provides many internship opportunities that allow students to gain career-related work experience while applying classroom experiences to practice. Most are paid and students may earn academic credit.

The student organization, the Sports Business Association, provides students networking opportunities with professionals in sports business. The students also have the opportunity to work on projects for sports teams, giving them valuable experience in the sports business area.

Possible career paths include:
+ Sports manager
+ Sports marketing
+ Sports agent
+ Stadium manager
+ Sports finance/accounting

Scholarships and Financial Aid

There are two principal ways to help finance a Saint Louis University education:
+ Scholarships: awarded based on academic achievement, service, leadership and financial need.
+ Financial Aid: provided in the form of grants and loans, some of which require repayment.

For priority consideration for merit-based scholarships, applicants should apply for admission by Dec. 1 and complete a Free Application for Federal Student Aid (FAFSA) by March 1.

For information on other scholarships and financial aid, visit the student financial services office online at finaid.slu.edu.