

# Department of Sports Management



GRACE COLLEGE & GRACE THEOLOGICAL  
SEMINARY CATALOG 2025-2026

# Department of Sports Management

## Faculty

Carol J. McGregor, M.S., Program Director

### Part Time Instructors

Chad Briscoe, M.A.

Marcus Moore, M.A.

## Introduction

The popularity of sport around the world creates a wide variety of career options and ministry opportunities in sport management. A career in sport management can be very rewarding for those who love sports and are motivated to help others enjoy them.

The need for well-trained managers in sport organizations, businesses, athletic programs, community and private fitness clubs, ministry outreach, sport medicine, and sport media is vital. This major takes an experiential learning approach to prepare students for the wide range of career options in sport management. Practical course related experiences, volunteer opportunities, and internships are emphasized to prepare the future professional for the ever-changing aspects of a career in sport management.

## Purpose

Creating an experiential learning environment that inspires students to embrace biblically based ethical character, develop professional competence, and demonstrate active service where they live and work. This statement of purpose summarizes the department's philosophy in carrying out Grace College's mission and educational values. This should be evident through high academic standards, an emphasis on practical workplace experiences, and the application of Scripture to all aspects of life.

## Program Learning Outcomes

1. Students will demonstrate they have gained practical experience in areas related to sport management businesses and settings.
2. Students will be able to create and execute a viable event.
3. Students will be able to develop a proposal to acquire support and funding for a new athletic facility or a facility renovation for Grace College.
4. Graduates will be "career ready."

## **DEPARTMENTAL MAJORS**

### **BACHELOR OF SCIENCE or BACHELOR OF ARTS**

#### **SPORT BUSINESS**

The requirement for the B.S. and B.A. degrees in Sport Business include:

- SMT1100 Introduction to Sport Management
- SMT2050 Risk Management
- SMT3610 Sport Marketing
- SMT2320 Facility Management
- SMT3060 Event Management
- SMT3080 Event Management Lab
- SMT3550 Sport in American Society
- SMT4200 Sport Governance

#### **Business Courses**

- BUS1010 Foundations of Business
- MGT2430 Principles of Management
- MKT2150 Marketing Principles
- ACC2110 Financial Accounting
- ACC2120 Managerial Accounting
- MGT3450 Introduction to Data Analytics
- MGT3480 Operations & Production Management
- BUS2230 Economics
- BUS3130 Business Law I
- BUS3050 Business Spreadsheet Applications
- FIN3240 Corporate Finance
- BUS3570 Fundamentals of International Business
- BUS4220 Biblical Basis of Business
- BUS4800 Senior Seminar in Management

- Required Internship and Practicums (9 credit hours)
- SMT 1140 Sport Management Practicum I (3 credits)
- SMT 2090 Sport Management Practicum II (3 credits)
- SMT 4930 Sport Management Internship (3 credits)

#### **SPORT MANAGEMENT**

The requirement for the B.S. and B.A. degrees in Sport Management include:

- SMT 1100 Introduction to Sport Management
- SMT 2050 Risk Management
- SMT 2320 Facility Management
- SMT 3060 Event Management
- SMT 3080 Event Management Lab
- SMT 3550 Sport in American Society
- SMT3610 Sport Marketing
- SMT 4000 Sport Media
- SMT 4200 Sport Governance
- BIB 2650 Intro to Sport Ministry

**Business Courses**

BUS 1010 Foundations of Business  
BUS 3130 Business Law I  
BUS 3050 Business Spreadsheet Applications  
MKT 2150 Marketing Principles  
MGT 2430 Principles of Management  
MGT 3450 Introduction to Data Analytics

Required Internship and Practicums (9 credit hours)  
SMT 1140 Sport Management Practicum I (3 credits)  
SMT 2090 Sport Management Practicum II (3 credits)  
SMT 4930 Sport Management Internship (3 credits)

**SPORT MANAGEMENT – COMMUNICATION & MEDIA ARTS CONCENTRATION**

The requirement for the B.S. and B.A. degrees in the Sport Management Communication & Media Arts Concentration include:

**Sport Management Courses**

SMT1100 Introduction to Sport Management  
SMT2050 Risk Management  
SMT3550 Sport in American Society  
SMT3610 Sport Marketing  
SMT4000 Sport Media  
SMT4200 Sport Governance

*Choose one of the following:*

SMT2320 Facility Management  
SMT3060 Event Management  
SMT3080 Event Management Lab

**Business Courses**

BUS1010 Foundations of Business  
MGT2430 Principles of Marketing  
MKT2150 Marketing Principles

**Communication & Media Arts Concentration courses**

**Communication**

JOU2100 Introduction to Journalistic Writing  
COM2700 Public Relations Principles  
COM3600 Social Media Communication

**Media Arts Courses**

ART2110 Art & Design Fundamentals  
VCD2310 Visual Communication Design 1  
VCD3420 Typography  
VCD2550 Fundamentals of Video Production  
PHT2600 Intro to Digital Photography

### **Marketing Courses**

MKT2500 Digital & Internet Marketing

Required Internship and Practicums (9 credit hours)

SMT 1140 Sport Management Practicum I (3 credits)

SMT 2090 Sport Management Practicum II (3 credits)

SMT 4930 Sport Management Internship (3 credits)

**\*Please Note:** The following majors have some Sport Management components in them but are housed in other departments on campus:

**Facility & Event Management** – School of Business, Business Department

**Sport Psychology** – School of Behavioral Sciences, Psychology Department

**Sport Ministry** – School of Ministry Studies, Biblical Studies Department

### **SPORT MANAGEMENT MINOR**

SMT 1100 Introduction to Sport Management

SMT2050 Risk Management

SMT3550 Sport in American Society

SMT 3610 Sport Marketing

SMT 4200 Sport Governance

*Choose one of the following:*

SMT 2320 Facility Management

SMT3060 & 3080 Event Management & Lab

Plus one elective course from Sport Management (any SMT course)

## **COURSE DESCRIPTIONS**

### **SMT 1100 Introduction to Sport Management**

An introductory course to the Sport Management major. The course focuses on curriculum selection, experiential learning experiences, and career options. A study of the history of sport is also a central part of the class. Three hours.

### **SMT 1140 Practicum in Sport Management I**

Practical experience in areas related to Sport Management businesses and settings. Three hours. Three Hours.

### **SMT 2050 Risk Management**

The nature of today's litigious society makes it imperative that the sport management student be familiar with the special issues of law related to sport. Topics include tort law, risk management, contract law, the legal system, and facility/event supervision. Special emphasis will be given to current legal issues and application of risk management principles. Three hours.

### **SMT 2090 Practicum in Sport Management II**

Practical experience in areas related to Sport Management businesses and settings.

Prerequisite: SMT2050. Three hours. Three Hours.

**SMT 2320 Facility Management**

In this course the student will study the entire scope of facility management including facility planning, construction, budgeting, facility operations, and facility supervision. Prerequisite: SMT2050. Three hours.

**SMT 3060 Event Management**

This course is a practical approach to event management. Event planning, sponsorship, budgeting, management, and evaluation will be emphasized. Events require a great deal of expertise and planning. Society demands that events be run professionally and efficiently. Prerequisites: SMT 2050. Three hours.

**SMT 3080 Event Management Lab**

This course is the lab for SMT 3060. The students will conduct the event planned in SMT 3060. Prerequisite: SMT 3060. 0 hours.

**SMT 3550 Sport in American Society**

An investigation of the impact sport has on the American way of life. Emphasizes the social institution of sport as it relates to other institutions and the impact sport has on the general public. Three hours.

**SMT 3610 Sport Marketing**

This course will explore the areas of finance, fund-raising, and marketing related to sport organizations. The emphasis of this course will be on marketing related to facilities, programs, and sport organizations. Three hours.

**SMT 4000 Sport Media**

A study of the emergence and significance of sport in the media. The student will gain expertise in the areas of sport journalism, sport communications, and the ever-changing technology that covers sport. Three hours.

**SMT 4200 Sport Governance**

A capstone course for the sport management major. This course deals with issues relevant to the governance of sport, fitness and health. Various sport governance organizations and structures will be analyzed. Three hours.

**SMT 4810–4830 Research in Sport Management**

Open to individuals completing a sport management major. Prerequisite: permission of the department. One to three hours.

**SMT 4930 Internship in Sport Management**

The internship includes activity in a work site situation giving the student a hands-on opportunity to apply the principles learned in class in a real-world setting. Permission of the department. Three hours. Three Hours.