

Department of Sports Management

GRACE COLLEGE & GRACE THEOLOGICAL
SEMINARY CATALOG 2026-2027



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 emphasizing basic management principles as they relate to the business of sports. Students are introduced to sports marketing, sports law, sports supervision, sports media, sports ethics, and recreational sports management. An overview is provided with regard to career opportunities in this field. Three hours.

SMT 1140 Practicum in Sport Management I

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

Prerequisite: SMT 2050. 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.

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. Zero 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 is the beginning course for the study of the marketing in sports. The course emphasis will be on marketing practices as related to the operation of sport organizations. Key components will include but not limited to; budgets, planning and marketing in sports. Three hours.

SMT 4000 Sport Media

The course will provide an overview of various career opportunities within the sports media field, what skills are needed for each area, and steps necessary to gain employment in the particular field. Students will also hear from professionals in the sports media field and have the opportunity to gain practical experience in various areas. Three hours.

SMT 4200 Sport Governance

A capstone course for the Sport Management Major; this course deals with issues relevant to the areas of sport, fitness, and health. Current research in Sport Management and related areas is emphasized. 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/Practicum program is designed to prepare students in the Grace College School of Business for the marketplace through participating in real world business experiences related to their major coursework. The program will take students to job sites for on-the-job interaction and training. Each eight week session is dedicated to interactive training and academic reflection. Since the internship/practicum is an academic course, credit will be awarded for learning applied on the job and the completion of assigned academic tasks. Three Hours.