

Department of Exercise, Sport, and Health Education

Sport Administration



If you are a student looking for a career that combines the excitement of Athletics with the profitability of business then the Sports Administration Program at Radford University may be just what you want. At RU, we feel there is a need for qualified professionals in the field of Sport Administration. The Industry of Sport becomes larger every year, and as it grows so does the need for qualified professionals.

The Sport Administration Option in the Sport and Wellness Leadership concentration is designed for students intending to pursue careers of leadership in the sport industry. Management and administrative positions are currently a high-growth employment area. Graduates work in a variety of settings including private sport and fitness clubs, recreation departments, nonprofit organizations, sport facilities, sport media and public relations, sport sales, college and professional sport organizations, sport marketing and promotion firms, sporting goods businesses, sport agencies, event management companies and sport camps. Students completing this concentration are well positioned for entry-level leadership opportunities in the field. Some sport administration positions are enhanced by graduate study.

Graduates of this program find employment in the areas of management, administration, marketing, fiscal management, public relations, coaching, operations, legal issues and communications within sport organizations. Sport administrators have the responsibility for planning, organizing, implementing, and evaluating all forms of sporting events and services. Students obtain positions in organizations such as minor league sports (e.g. Salem Avalanche), intercollegiate athletics (e.g. Promotions Coordinator, Sports Information), and corporate sport organizations (e.g. Nike), as well as nonprofit sport organizations (e.g. Special Olympics, Jimmy V Foundation).

A strong background in sport and sport business foundations is essential. Academic preparation and experience in the business and management areas are also essential, including coursework in business, marketing, management, finance, sport law, and media relations. Coursework fostering leadership skills such as psychology and communications may also help prepare students for career advancement in the sport management field. Careers are also strengthened by a master's degree in sport management or business. Field experience is also important for career entry in sport administration.

The minimum grade point average required to enter fieldwork (internship) is a 2.10 overall and 2.50 in the major. Fieldwork placements are enhanced when students have already pursued volunteer experience and special certifications in the field.

Coursework in the business and management field strengthen career opportunities. Students are required to complete 15 hours of interdisciplinary coursework in areas such as management, marketing, economics, accounting, business law, finance, media studies, and communications. Students are strongly advised to choose a minor in an interdisciplinary area.

For more information contact:

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RU Admissions Office:

<http://admissions.asp.radford.edu/default.aspx>



Sport Administration 4 Year Plan

*Must be taken in designated semester. Courses in **Bold** are required in Core Curriculum.

Fall Semester		Spring Semester	
Freshman Year	Cr.	Freshman Year	Cr.
*University Core A: Core 101	3	* University Core A: Core 102	3
University Core B: Humanities or VPA	3	University Core B: Psychology 121	3
College Core A: Global Perspectives	3	College Core B: HLTH 200	3
College Core A: US Perspectives	3	College Core B: Humanities/VPA/Foreign Lang	3
University Core B: BIOL 105	4	University Core B: Math 137	3
	Total 16		Total 15
Sophomore Year		Sophomore Year	
* University Core A: Core 201	3	* University Core A: Core 202	3
University Core B: Humanities or VPA	3	BIOL 322: Anatomy & Phys.	6
College Core B: STAT 200	3	ESHE 360: Marketing & Promotion in ESHE	3
ESHE 212: Intro to Sport Management	3	Interdisciplinary Course	3
ESHE 395: Motor Behavior Foundations	3		
	Total 15	<i>Talk to advisor about choosing a minor to complement your degree & interests.</i>	Total 15
Junior Year		Junior Year	
ESHE 391: Exercise Science Foundations	4	ESHE 201: Intro to Athletic Training	3
ESHE 358: Technology in ESHE	3	ESHE 388: Coaching Management	3
ENGL 306/307	3	ESHE 350: Sport Psychology	3
Interdisciplinary Course	3	Interdisciplinary Course	3
Elective/minor	3	Elective/minor	3
	Total 16		Total 15
Senior Year		Senior Year	
ESHE 305: Principles of Strength & Conditioning	3	ESHE 415: Sport Administration	3
ESHE 363: Prof. Seminar in ESHE Fieldwork	1	ESHE 461: Org & Admin of ESHE Programs	3
ESHE/HLTH Elective	3	ESHE 463: Professional Fieldwork in ESHE	6
Interdisciplinary Course	3		
Interdisciplinary Course	3		
Elective/minor	3		
	Total 16		Total 12