

Sport and Entertainment Management BS

Overview

The **Bachelor of Science in Sport and Entertainment Management** prepares students interested in sport and entertainment careers in the private/commercial sector, public recreation and park agencies, professional sports, interscholastic/intercollegiate athletics, youth sport agencies, nonprofit organizations, campus services, armed forces, and corporate/industrial settings.

Students may complete one of the following **optional concentrations**:

- Esport Management
- Event and Entertainment Management
- Governance and Policy
- Sport and Entertainment Promotion

Campus Location: Main

Program Code: TH-SEM-BS

Accelerated Program

BS in Sport and Recreation Management / MS in Sport Business

BS in Sport and Entertainment Management / MS in Sport Business

Leadership and Contact Information

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These requirements are for students who matriculated in academic year 2024-2025. Students who matriculated prior to fall 2024 should refer to the Archives to view the requirements for their Bulletin year.

Summary of Requirements

University Requirements

All new students are required to complete the University's General Education (GenEd) curriculum (35-36 credits).

School of Sport, Tourism & Hospitality Management Foundation Requirements

All students must earn a C- or higher in all courses required in the School of Sport, Tourism and Hospitality Management (STHM) curriculum.

Code	Title	Credit Hours
ACCT 2501	Survey of Accounting	3
ECON 1101	Macroeconomic Principles	3
or ECON 1102	Microeconomic Principles	
HRM 1101	Leadership and Organizational Management	3
MKTG 2101	Marketing Management	3
STHM 1113	Foundations of Experience Design and Management	3
STHM 1115	Foundations of Excel for Sport and Tourism	1
or BA 2104	Excel for Business Applications	
STHM 2001	Career Exploration and Development Seminar	1

STHM 2114	Diversity, Equity and Inclusion in Experience Industries	3
STHM 2117	Applied Research for Experience Industries	3
STHM 2209	Employee Engagement in Experience Industries	3
STHM 2216	Venue and Entertainment Management	3
STHM 3185	Internship I	3
STHM 3201	Financial Management in Experience Industries	3
STHM 4185	Internship II ¹	6-12
STHM 4496	Global and Ethical Issues in Experience Industry	3
Major Management Electives ¹		6-0
Total Credit Hours		50

¹ Students selecting the six-credit version of STHM 4185 Internship II must also take six credits of major management electives in STHM or SEM subject areas at the 3000 level or higher.

Designated Writing Intensive Courses

All Temple students must take a minimum of two writing-intensive courses. The specific writing-intensive courses required for this major are as follows:

Code	Title	Credit Hours
SEM 3296	Sport and Entertainment Marketing	3
STHM 4496	Global and Ethical Issues in Experience Industry	3

Major Requirements

Code	Title	Credit Hours
SEM 1211	Sport, Entertainment and Society	3
SEM 2212	Law and Ethics in Sport and Entertainment	3
SEM 3216	Economics of Sport and Entertainment	3
SEM 3218	Organizational Strategy in Sport and Entertainment	3
SEM 3229	Sport Sales and Fundraising	3
SEM 3296	Sport and Entertainment Marketing	3
SEM 3108	Sport and Entertainment Analytics	3
Total Credit Hours		21

Major Management Electives (6 Credits Required)

All students are required to take a minimum of six Major Management Elective (MME) credits from SEM or STHM subject codes. If students wish to declare one of the optional concentrations listed below (requiring 9 MME credits), they must use one free elective course to do so. The four optional concentrations are: Esport Management, Event and Entertainment Management, Governance and Policy, or Sport and Entertainment Promotion.

Code	Title	Credit Hours
Major Management Electives		6
Total Credit Hours		6

Optional Sport and Entertainment Management Concentrations (9 Credits Required)

Esport Management Concentration Requirements (9 Credits Required)

Code	Title	Credit Hours
Select three of the following:		
SEM 3233	Esports Management and Industry Trends	3
SEM 3234	Esports: Legal and Ethical Challenges	3
SEM 3235	Esports Social Media Management and Fan Engagement	3
SEM 3236	Esports Revenue Production	3

Event and Entertainment Management Concentration Requirements (9 Credits Required)

Code	Title	Credit Hours
STHM 2401	Foundations of Event and Entertainment Management	3
STHM 3425	Event and Entertainment Operations	3
Select one of the following:		3
STHM 3424	Business of Social Events and Weddings	
STHM 3428	Event and Entertainment Revenues	
STHM 4401	Digital Portfolio Creation	
STHM 4415	The Event Experience	

Governance and Policy Concentration Requirements (9 credits required)

Code	Title	Credit Hours
Select three of the following:		9
SEM 3221	Athletics Administration	
SEM 3222	Global Sport Management	
SEM 3225	Recreation and Leisure Service Management	
SEM 3231	Leadership in Sport and Entertainment	
SEM 3233	Esports Management and Industry Trends	

Sport and Entertainment Promotion Concentration Requirements (9 credits required)

Code	Title	Credit Hours
Select three of the following:		9
SEM 3224	Media and Communications in Sport and Entertainment	
SEM 3226	Consumer Behavior in Sport and Entertainment	
SEM 3227	Advanced Marketing for Sport and Entertainment	
SEM 3235	Esports Social Media Management and Fan Engagement	
SEM 3237	Personal Branding of Athletes: Name, Image, and Likeness	

Free Electives (12 Credits)

Students take 12 credits of Free Electives. Students can use these Free Elective credits to take any courses at Temple University including additional courses from SRM and STHM subject areas. If a student wishes to complete an optional concentration in the major, they will need to use one free elective course to do so. In some cases, the number of free elective credits may vary to meet the 124 credits required for graduation. Please contact the STHM Center for Student Services (CSS) for additional information.

Suggested Academic Plan

Bachelor of Science in Sport and Entertainment Management

Suggested Plan for New Students Starting in the 2024-2025 Academic Year

Year 1		Credit Hours
Fall		
STHM 1113	Foundations of Experience Design and Management	3
HRM 1101	Leadership and Organizational Management	3
ENG 0802	Analytical Reading and Writing [GW]	4
or ENG 0812	or Analytical Reading and Writing: ESL [GW]	
or ENG 0902	or Honors Analytical Reading and Writing [GW]	
GenEd Quantitative Literacy Course [GQ]		4
GenEd Breadth Course		3
Credit Hours		17
Spring		
SEM 1211	Sport, Entertainment and Society	3
Select one of the following:		1

STHM 1115	Foundations of Excel for Sport and Tourism	
BA 2104	Excel for Business Applications	
Select one of the following:		3
ECON 1101	Macroeconomic Principles	
ECON 1102	Microeconomic Principles	
IH 0851 or IH 0951	Intellectual Heritage I: The Good Life [GY] or Honors Intellectual Heritage I: The Good Life [GY]	3
GenEd Breadth Course		3
GenEd Breadth Course		3
Credit Hours		16
Year 2		
Fall		
ACCT 2501	Survey of Accounting	3
STHM 2114	Diversity, Equity and Inclusion in Experience Industries	3
STHM 2117	Applied Research for Experience Industries	3
STHM 2216	Venue and Entertainment Management	3
GenEd Breadth Course		3
Credit Hours		15
Spring		
STHM 2001	Career Exploration and Development Seminar	1
STHM 2209	Employee Engagement in Experience Industries	3
MKTG 2101	Marketing Management	3
SEM 2212	Law and Ethics in Sport and Entertainment	3
IH 0852 or IH 0952	Intellectual Heritage II: The Common Good [GZ] or Honors Intellectual Heritage II: The Common Good [GZ]	3
GenEd Breadth Course		3
Credit Hours		16
Year 3		
Fall		
STHM 3201	Financial Management in Experience Industries	3
SEM 3216	Economics of Sport and Entertainment	3
SEM 3296	Sport and Entertainment Marketing [WI]	3
GenEd Breadth Course		3
Free Elective 1		3
Credit Hours		15
Spring		
STHM 3185	Internship I	3
SEM 3218	Organizational Strategy in Sport and Entertainment	3
SEM 3229	Sport Sales and Fundraising	3
Major Management Elective 1		3
GenEd Breadth Course		3
Credit Hours		15
Year 4		
Fall		
STHM 4496	Global and Ethical Issues in Experience Industry [WI]	3
SEM 3108	Sport and Entertainment Analytics	3
Major Management Elective 2		3
Free Elective 2		3
Free Elective 3		3
Credit Hours		15
Spring		
STHM 4185	Internship II ¹	6 to 12

Major Management Elective 3 ¹	3-0
Major Management Elective 4 ¹	3-0
Free Elective 4 ²	3
Credit Hours	15
Total Credit Hours	124

¹ If students select the 6-credit option of STHM 4185, then they must select an additional six credits of Major Management Electives from STHM or SEM subject codes at the 3000 level or above.

² Students declaring an optional concentration must select an additional Major Management Elective.

Accelerated Programs

Students may opt to pursue an accelerated +1 program, enabling them to complete both a bachelor's degree and master's degree in less time than the traditional route.

The following accelerated program is available to students in the Sport and Entertainment Management BS:

Sport, Tourism and Hospitality Management

- Sport Business MS