

# 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 <sup>1</sup>                               | 6-12      |
| STHM 4496                               | Global and Ethical Issues in Experience Industry         | 3         |
| Major Management Electives <sup>1</sup> |  | 6-0       |
| <b>Total Credit Hours</b>               |  | <b>50</b> |

<sup>1</sup> 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            |
| <b>Total Credit Hours</b> |  | <b>21</b>    |

## 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            |
| <b>Total Credit Hours</b>  |       | <b>6</b>     |

## 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: |  | 9            |
| SEM 3233                       | Esports Management and Industry Trends             |              |
| SEM 3234                       | Esports: Legal and Ethical Challenges              |              |
| SEM 3235                       | Esports Social Media Management and Fan Engagement |              |
| SEM 3236                       | Esports Revenue Production                         |              |

**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                                  |   |              |
|---|---|--------------|
| Fall                                    |   | Credit Hours |
| 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            |
| <b>Credit Hours</b>                     |   | <b>17</b>    |
| 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<br>or IH 0951        | Intellectual Heritage I: The Good Life [GY]<br>or Honors Intellectual Heritage I: The Good Life [GY]       | 3         |
| GenEd Breadth Course         |  | 3         |
| GenEd Breadth Course         |  | 3         |
| <b>Credit Hours</b>          |  | <b>16</b> |
| <b>Year 2</b>                |  |           |
| <b>Fall</b>                  |  |           |
| 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         |
| <b>Credit Hours</b>          |  | <b>15</b> |
| <b>Spring</b>                |  |           |
| 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<br>or IH 0952        | Intellectual Heritage II: The Common Good [GZ]<br>or Honors Intellectual Heritage II: The Common Good [GZ] | 3         |
| GenEd Breadth Course         |  | 3         |
| <b>Credit Hours</b>          |  | <b>16</b> |
| <b>Year 3</b>                |  |           |
| <b>Fall</b>                  |  |           |
| 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         |
| <b>Credit Hours</b>          |  | <b>15</b> |
| <b>Spring</b>                |  |           |
| 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         |
| <b>Credit Hours</b>          |  | <b>15</b> |
| <b>Year 4</b>                |  |           |
| <b>Fall</b>                  |  |           |
| 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         |
| <b>Credit Hours</b>          |  | <b>15</b> |
| <b>Spring</b>                |  |           |
| STHM 4185                    | Internship II <sup>1</sup>   | 6 to 12   |

|  |            |
|--|------------|
| Major Management Elective 3 <sup>1</sup> | 3-0        |
| Major Management Elective 4 <sup>1</sup> | 3-0        |
| Free Elective 4 <sup>2</sup>             | 3          |
| <b>Credit Hours</b>                      | <b>15</b>  |
| <b>Total Credit Hours</b>                | <b>124</b> |

<sup>1</sup> 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.

<sup>2</sup> 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