

# Sport Management Certificate

## Overview

The **Certificate in Sport Management** allows students across Temple University to augment their major degrees with exposure to a program that prepares students to lead and succeed in the fast-paced world of sport, recreation and leisure management. The sport management program integrates foundational business principles with innovative concepts related directly to the distinct industry of sport. Temple's Sport and Recreation Management program is one of the oldest and most distinguished programs of its kind in the country.

The Sport Management certificate is open to all Temple undergraduate majors except for Sport and Recreation Management majors.

The certificate consists of four courses in total (12 credits), with three required courses and one elective option. Students who desire additional sport and recreation courses should consider the Sport Management minor. The Sport Management minor requires students to complete six courses.

**Campus Location:** Main

**Program Code:** TH-SM-CERT

## Declare Your Certificate

Students interested in declaring this certificate in the School of Sport, Tourism and Hospitality Management (STHM) should follow these steps:

1. First, meet with your home academic advisor to confirm the certificate will fit into your present academic and graduation plan. After confirming plan fit, please e-mail sthmcss@temple.edu to meet with an academic advisor or attend our peer advising hours in 108 Speakman Hall.
2. Submit a Change of Program Request form to officially declare the certificate.
3. Once approved, the form will be submitted electronically to the Office of the University Registrar (O.U.R). In 3-5 business days, the request will be processed and then visible within Self-Service Banner (Student Information tab).

Please note that STHM offers both a certificate and a minor in Sport Management. Students may pursue one or the other, but not both credentials. Students in the certificate program who wish to upgrade to the minor will need to rescind the certificate. Students who are in the minor, but unable to complete it may be eligible for the certificate if all four courses and 12 credits are completed.

## Contact Information

Questions? Contact us at sthmcss@temple.edu or at 215-204-8701.

## Requirements

Code	Title	Credit Hours
<b>Required Courses</b>		
Take the following 3 courses in consultation with an STHM advisor:		
SRM 3221	Athletics Administration	3
SRM 3222	Global Sport Management	3
SRM 3225	Recreation and Leisure Service Management	3
<b>Elective Course</b>		
Select one from the following in consultation with an STHM advisor:		3
STHM 0857	Sport & Leisure in American Society <sup>1</sup>	
SRM 1211	Sport, Entertainment and Society	
SRM 3214	Marketing Management in Sport and Recreation <sup>2</sup>	
SRM 3215	Stadium/Arena Design and Management	
SRM 3220	Special Topics in Sport and Recreation Management <sup>3</sup>	
SRM 3223	Applied Sport Analytics	
SRM 3224	Media and Communications in Sport and Recreation	
SRM 3226	Consumer Behavior in Sport and Recreation	
SRM 3227	Advanced Marketing for Sport and Recreation	
SRM 3228	Sales Management in Sport and Recreation	
SRM 3231	Leadership in Sport and Recreation	
SRM 3233	Esports Management and Industry Trends	

SRM 3237	Personal Branding of Athletes: Name, Image, and Likeness	
<b>Total Credit Hours</b>		<b>12</b>

1

Sections of this course offered by other Temple departments may be substituted.

2

Offered online.

3

Course may only be applied once toward the certificate.

Note: This is designed so that any student doing a Certificate in Sport Management would only need to declare and take two additional courses to earn the Minor in Sport Management. However, students may not receive both the certificate and the minor. If a student pursues the minor, they would need to rescind the certificate.

A grade point average of 2.0 in the certificate is required as well as a minimum grade of C- in each course.