

Bachelor of Arts
Sport Administration

This interdisciplinary major is designed to provide practical preparation in the field of sport administration. The field requires an understanding of essential communication and business principles necessary to effectively administer operations within the sport industry. The topics include communications, research, management, marketing, finance, leadership, media relations, laws and regulations, and ethics. Successful completion of the program will allow graduates to enter the sport industry or continue their education in graduate school.

General Education Core Requirements: 12 units

COM 180	Public speaking and Rhetorical Analysis	4
ECON 200	Principles of Economics	4
COM 240	Introductory Statistics	4

Lower-Division Requirements: 17 units

BA 220	Accounting/Finance Non-Business Majors	4
COM 220	Fundamentals of Interpersonal Communication	3
PR 255	Principles of Public Relations	4
SPAD 280	Introduction to Sport Administration	4
SPAD 295	Experiential Learning in Sport Admin.	2

Upper-Division Requirements: 25-27 units

BA 352	Management Theory and Practice	3
BA 355	Principles of Marketing	3
BA 358	Legal/Regulatory Environment of Business	3
BA 410	Business Ethics	4
COM 300	Introduction to Communication Research	3
COM 519	Communication and Conflict	3
SPAD 480	Sport Facility and Event Administration	4
SPAD 495	Sport Administration Internship	2-4

Choose one of the following: 3-4 units

BA 354	Human Resource Management	4
BA 366	Organizational Behavior	3
BA 470	Marketing Research	4
BA 471	Marketing Strategy	3
BA 474	International Marketing	3
COM 380	Business and Professional Communication	4
COM 385	Argumentation and Advocacy	3
COM 450	Communication and Leadership	4
COM 581	Contemporary Voices of Leadership	4
PR 380	Public Relations Writing	4
PSYC 433	Industrial/Organizational Psychology	3
SPME 300	Foundations of Coaching	4
COM 590	Selected Topics (requires approval)	3

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Mission Statement

The sport industry has a major impact on American society. This major is designed to provide a strong Christian foundation of moral and ethical behavior combined with quality academic preparation to immediately enter the industry or continue one's preparation in graduate school.

Understanding the social, political and economic impact of sports is essential to a leader in the sport industry. As students study this process, they discover the fundamental influence sport has on social justice issues. Christians look to God's teachings and Christ's example to encourage redemption, peace, harmony, justice and love in all aspects of life, including one's profession.

Sports can be a significant contributor to the betterment of humanity. Christians may approach specific issues of operations or public policy differently, but they maintain a fundamental calling to do God's will. This major will challenge students to assess how their faith is foundational to their leadership.

Learning Outcomes

- Demonstrate an understanding of, and the ability to apply, the fundamental concepts of sport administration, including marketing; financial assessment; media relations; regulatory affairs; personnel; community relations; facility and event management; and public safety and welfare.
- Evaluate sport administration problems and formulate, communicate and defend recommendations based on the evaluation.
- Produce clearly written, concise proposal for hosting a major sporting event and deliver well-organized and persuasive oral presentation.
- Explain how understanding and valuing individual and cultural diversity; maintaining one's moral integrity and personal values enhances the effectiveness and decision making process of the sport leader.

Contact Professor

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