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
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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