



Sport Business

A major in sport business prepares students for careers in the sport and leisure industry in areas such as sport marketing and management, athletic administration, public relations and sports information.

Housed in the School of Business Administration, sport business majors are provided opportunities to work with sport and recreation professionals in interscholastic, intercollegiate, private, public and professional sport settings. Program completion leads to the bachelor of business administration degree. The master of business administration program is also available to qualified students.

A Distinctive Program

The Stetson University sport business program is distinctive because of the combination of high-level academics with high-level sport organization internship opportunities.

Stetson University is well-positioned to offer its sport business majors unique real-world work experiences with the following sport organizations: International Speedway Corporation, LPGA, AAU National Headquarters, ESPN Wide World of Sports, Daytona Cubs, Orlando Magic, Volusia County Parks and Recreation and the Stetson University Department of Athletics.

Academics and Research

Independent Research

Sport business students have conducted senior research projects investigating various issues in the following areas: intercollegiate athletics (basketball, softball, baseball, football, cheerleading) and professional sports (MLB, NFL, MLS, WNBA, NBA).

Facilities and Opportunities

The sport business program has recently moved to the School of Business Administration and is housed in the marketing department. Sport business students are afforded the luxury of being positioned in the Central Florida area which houses several professional sport organizations. Several of our students complete internship and volunteer experiences at these professional sport organization sites.

Preparation for Graduate Study

Several sport business students have gone on to graduate school. Students prepare for graduate school by completing a senior research project in their area of interest. Students also gain valuable experience through internships and volunteer opportunities.

Fast Facts

Faculty: 3

Available for: Major, Minor

Emphasis Within the Major:

- Sponsorships
- Emerging Media (digital media, social media)
- Sales
- Analytics

Popular Second Majors

- Business Administration
- Finance
- Marketing

» [Program Website](#)

This field experience/internship program is an integral part of this program.

Awards and Recognition

Distinguished Faculty

Full-Time Faculty

- [Elizabeth Galloway](#), J.D., Duke University; legal concepts of sports business
- [Matthew J. Wilson](#), Ed.D., University of Georgia; program director

Adjunct Faculty

- Anthony J. Perez, Instructor/Executive Vice President of Strategy, Orlando Magic .

Undergraduate Awards and Honors

Each year the sport business department awards its most accomplished students with the prestigious Sport Management Scholarship and Service Award.

Courses and Curriculum

» View the [Stetson University Course Catalog](#) for more information on the curriculum and courses for this academic program.

Beyond the Classroom

Internships

The field experience/internship program is an integral part of the sport business major. The program benefits from ready access to Stetson University's NCAA Division I athletics program, fielding 15 men's and women's teams. Sport business students also have opportunities for internships/field experiences in private and professional organizations that provide "hands-on" learning. Past internships have included experiences with the Orlando Magic, Florida Marlins, Baltimore Ravens, NASCAR, USTA, minor league baseball and hockey teams, private golf and tennis clubs, ESPN Wide World of Sports, IMG Academy, LPGA, Volusia County Parks and Recreation Department, Boston Red Sox and the Minnesota Twins.

After Stetson

Diverse careers

Sport business alumni are employed by many top-level sport organizations including the Orlando Magic (director of public relations), Baltimore Ravens (sport marketing), Walt Disney World (director of golf), Old Dominion University (basketball coach), NASCAR (hospitality services and new media), LPGA (new business development), University of South Florida (assistant athletic director), University of South Alabama (basketball coach), Daytona State College (basketball coach), and Western Carolina University and Bethune-Cookman College (sports information). Several graduates currently work as sport agents. Some alumni have also chosen to continue study at the graduate level or to enter professional schools.

More Information



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