

B.B.A.

BACHELOR OF BUSINESS ADMINISTRATION IN SPORT BUSINESS

The race toward your career in the sports industry begins at our starting line.

With a passion for sports and a yearning to get involved in the business aspect, you are on the right track to achieving your future career goals by joining our Sport Business program.

Program Overview

- Bachelor of Business Administration
- Major

Stetson's Sport Business program will prepare you for a successful career in the sport industry with program emphasis in the following job growth areas: sport sales, sport marketing, event management, sport law, sport analytics and athletic administration. Our campus's prime location offers over 20 sport organizations/properties all within an hour of campus. Our dynamic sport business curriculum offers a one-of-a-kind experience for students to translate academic theory into practical real-world sport industry experience.

Our sport business students complete internships with top tier sport organizations like the Orlando Magic, Orlando City Lions, Orlando Solar Bears, NASCAR, USTA, ESPN Wide World of Sports, IMG Academy, LPGA, Volusia County Parks and Recreation Department, Boston Red Sox, Stetson Athletics and Daytona Tortugas.

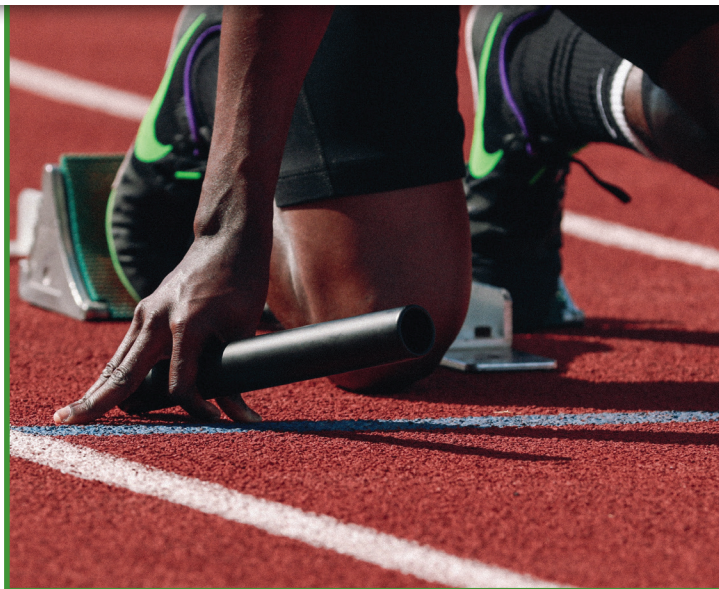
Our challenging curriculum will provide you with the advanced knowledge necessary to excel in the field of sport business. Our extensive sport industry network will open doors, allowing you to translate theory into real-world experience.

Program Highlights

Sport Business courses are designed to educate and motivate our students to better understand the business side of sports. Our students are exposed to "best" practices and current trends in sport marketing, sport law, sport sales, sport analytics, sport event management and sport ethics.

Our average class sizes range from 15-25 students creating an opportunity for our students to connect with their professors and the industry experts brought into their classes.

Our location, in combination with our dynamic sport business curriculum, offers a one of a kind experience for students to translate academic theory into practical real-world sport industry experience. Our prime location offers our students valuable volunteer/internship



Career Significance

As a sport business major, you will learn to effectively communicate, critically analyze and better understand how to lead impactful sport business careers.

We will prepare you to enter the highly competitive sport business job market with a proven skill set for employment in the following areas:

- Sport Ticket Sales
- Sport Marketing
- Sport Facilities
- Sport Sponsorship
- Athletic Administration

Sport Business graduates also choose to pursue graduate school and have been successful obtaining graduate assistantships at various college athletic departments across the United States. Recent graduates have found full-time employment with many sport brands, organizations, and teams.

- Orlando Magic
- Nascar
- Miami Marlins
- Washington National
- LPGA
- ESPN

STETSON UNIVERSITY

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access to 20+ sport organizations/properties all within an hour's drive of campus. Furthermore, our students also have opportunities and over 50 other organizations within the state of Florida.

Each semester our Sport Business majors receive numerous volunteer/internship opportunities. These resume building opportunities are vital components of our program's success and have propelled our alums into successful sport industry careers.

Faculty

Our experienced and successful faculty will help guide you through the journey of our Sport Business program.

Elizabeth Galloway, J.D., Duke University

Scott Jones, Ph.D., University of Oregon, program director