



# BACHELOR OF BUSINESS ADMINISTRATION IN Sport Business



## PROGRAM OVERVIEW »

BACHELOR OF BUSINESS ADMINISTRATION | MINOR

The Stetson University Sport Business Program offers students a comprehensive education in the dynamic world of the global sports industry. This growing program prepares students for leadership roles across its various sectors, including professional sports teams, leagues, sport marketing companies, technology, media platforms, and global brands. By blending academic rigor with real-world application, the program empowers students to navigate and capitalize on the business opportunities emerging from the sports ecosystem.

Students gain insights into critical areas such as high-level management structures of domestic and global sport properties and organizations, international governing bodies, sport marketing agencies, global fandom, sporting goods sector, sports betting, brand partnerships, collegiate athletics, and the influence of emerging technologies. The curriculum is designed to reflect the latest trends and innovations in the industry, providing students with the tools to become forward-thinking leaders in sport business.

## PROGRAM BENEFITS »

- **Real-World Exposure:** Through partnerships with sports teams, properties, leagues, and media platforms, students are immersed in the evolving business landscape of sports. Engagement with industry professionals at events, such as forums, workshops, site-visits, gameday experiences, and up close and personal access to leaders of industry, allows for direct interaction with key decision-makers and innovators.
- **Networking Opportunities:** The program offers students a platform to build connections with industry leaders, sports executives, and alumni who are actively shaping the future of sports. Events and workshops provide unique chances to network with professionals involved in athlete performance, fan experiences, and smarter venue management.
- **Cutting-Edge Curriculum:** Focused on current and future trends in sports, both domestic and global. The program includes international travel opportunities to gain personal interactions and hands-on experiential opportunities in the global sport ecosystem. Our students gain exposure to global fandom, and the integration of digital technologies to ensure our students remain at the forefront of industry innovation.
- **Career Support:** Stetson's Sport Business Program emphasizes career development, helping students secure internships and job opportunities through its strong industry ties and alumni network.

*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. 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.*

## FACULTY »

With industry experience and academic prowess, faculty members provide students with insights into the latest business strategies and trends shaping the global sports ecosystem. An example of that would be the faculty-led workshops and networking events with prominent figures from the NFL, MLS, MLB, NBA, NASCAR, PGA, LPGA major sport industry companies, and other prominent international sport properties, leagues, organizations, and companies.

- **Matt DiFebo**, MSES, University of Florida
- **Elizabeth Galloway**, JD, Duke University
- **Scott Jones**, PhD, University of Oregon
- **John Rasp**, PhD, Florida State University

## FEATURED GRADUATES»

"Growing up immersed in the world of sports, athletics have always been imbedded into my identity. Choosing the sport business path allows me to seek a career where I can combine my professional skills with my passion for advocating for women in the sports industry. The close-knit community within the Stetson School of Business opened doors for creating personal relationships with each of my professors, who I know will continue being some of my biggest cheerleaders as I enter the workforce." **Eleanor King '24**.



Scan to apply today!

## BEYOND THE CLASSROOM

As a sport business minor, you will have opportunity for international and domestic travel through a variety of sport industry focused study abroad programming. 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 skillset for employment in the following areas:

- Global Sport Business
- Sport Sales
- Sport Marketing
- Sport Facilities
- Sport Properties and Sponsorship
- Athletic Administration
- Sport Law
- Sport Media

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.

- • MLS
- • MLB
- • NFL
- • NHL
- • PGA
- • LPGA
- • NASCAR
- • Collegiate Athletics
- • National Sport Media Companies

## STETSON UNIVERSITY

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