

Sport Administration Graduate Certificate

Fall 2021

Program Description

The Post-Graduation Certificate in Sport Administration program, consisting of 14 credits prepares students with the B.A. or B.S. degree for careers in the growing business of sport and athletic administration. Successful completion of the program provides a foundation for students and professionals interested in careers in management of sport programs or sports marketing and communication. The certificate also serves as preparation for those wanting to continue with a Master’s degree in Sport Administration.

Requirements for admission to the SA program:

Apply through the C of I Enrollment Management

- Provide a transcript to show a BS or BA degree completed from an accredited college or university.
- Personal statement/essay about interest in the SA Certificate and how the Certificate enhances personal growth.
- A letter of endorsement/recommendation. The letter can come from a personal, academic, athletic or professional source.

Applications and admission decisions will be overseen by Enrollment Management and the Chair of the Business & Accounting Department.

Cost: \$3,900 plus approximately \$400 for books

Curriculum

The SA program will be offered through the Business & Accounting Department.

The program requires 14 credits: Core: 12 credits & Minimum of 2 Internship credits

Fall	Credits	Spring	Credits
SPRT 597 Sport Internship	1-2*	SPRT 597 Sport Internship	1-2
SPRT 530 Sport Finance	3	SPRT 560 Sport Marketing & Promotion	3
SPRT 575 Ethics in Sport	3	SPRT 525 Sport Administration/Mgmt	3

*Credits earned are based on the number of on-site hours worked for the internship.

3 Credits = 117 hours 2 Credits = 78 hours 1 Credit = 39 hours

9.75 hours per week 6.5 hours per week 3.25 hours per week

Schedule

Fall 2021	Time	Spring 2022	Time
Sport Finance	T Th 9:40 – 11:10	Sport Marketing	T Th 9:40 – 11:10
Ethics of Sport	T Th 2:40 – 4:10	Sport Admin /Mgmt	T Th 2:40 – 4:10

Learning outcomes for Sport Administration

Students will be able to:

1. Apply a diverse set of essential principles and skills, including skills in business, finance, and marketing that would be necessary in sport administration.
2. Utilize critical thinking skills in analyzing sport management issues in managerial planning and decision making.
3. Demonstrate an understanding of ethics as they apply to sport.
4. Develop professional skills through classroom learning and experiential learning in internships with added applied responsibilities.

Requirements for certificate completion:

To earn a Post-Graduation Certificate in Sport Administration at The College of Idaho, a candidate's graduate coursework must be completed with a 2.0 GPA or better. All coursework and the internship must be completed within five years of matriculation into the program.

Courses

SPRT 597 – Sport Internship 1-3 credits

Internships are designed to give students practical experience in a diversity of settings related to their fields of interest. All internships require work in the field, guided reflection, and a regularly scheduled classroom component. Other elements such as a project or presentation may be required. Prerequisite: Instructor permission.

SPRT 5xx Sport Finance – 3 credits

The fiscal and economic elements of the sports industry are covered. This course aims to prepare students for the administration and management of sporting events, programs, facilities, and personnel. Topics related to budgeting, financial planning and revenue production are covered. Prerequisite: Acceptance into the SA program.

SPRT 5xx Ethics in Sport – 3 credits

A philosophical approach to ethical dilemmas in sport, including issues of competition, cheating, violence, and performance enhancement. Also covered are Title IX and ethical theories within the workplace. Prerequisite: Acceptance into the SA program.

SPRT 5xx Sport Marketing & Promotion – 3 credits

Examines marketing, promotions, and public relations for various aspects of the sports industry. Topics covered include strategic marketing, advertising, market segmentation, sponsorships, endorsements, licensing, and media relations. Prerequisite: Acceptance into the SA program.

SPRT 5xxx Administration/Management – 3 credits

Students will study organizational theories and practices with an emphasis on sport industries. Leadership styles and theories, organizational development, personnel, fiscal, and legal issues will be covered. Prerequisite: Acceptance into the SA program.