SPORT MANAGEMENT

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online.shorter.edu
WHO WE ARE  Founded in 1873 and located in Rome, Georgia, Shorter University is a private, liberal arts university with a legacy of academic excellence and a dynamic Christian heritage. Shorter University has been ranked as one of the “Top 20 Southern Comprehensive Colleges” by U.S. News and World Report since 2002 and as a “Best in the Southeast” and a “Best Value College” by The Princeton Review.

137 YEARS OF EXCELLENCE

Shorter University has a rich history of providing students with a quality education in an intentionally Christian atmosphere. Shorter University is accredited by the Commission on Colleges of the Southern Association of Colleges and Schools to award associate, baccalaureate and master’s degrees.

OUR MISSION  The Mission of Shorter University is to provide quality higher education, enabling and encouraging student commitment to active, life-long learning; personal spiritual values; responsible citizenship; and community and societal leadership in a global context.

The University seeks to accomplish this Mission through quality undergraduate liberal arts programs, specialized professional programs, and select graduate programs.

Geographically distant locations and online classes provide educational opportunities to individuals who are unable to attend classes in a traditional setting. The University affirms a commitment to the Christian faith and strives to integrate Christian values within a nurturing community in its whole process of education.
The sport industry is today worth over $200 billion annually and is one of the largest, fastest-growing industries in the United States. Careers in the industry are highly diverse and can span many business segments. There is also growing competition for the best jobs, and as the industry continues to evolve and grow, so does the need for individuals with professional sport management qualifications.

The Bachelor of Business Administration in Sport Management at Shorter University focuses on the preparation of professionals qualified to lead and manage a wide variety of sport-related organizations. It provides them with the comprehensive business skills and the in-depth understanding of the sport industry that they will need to compete. Students examine a broad base of the business of sport, from the history of sport to current issues for today’s society. It is our goal to provide students with solid career decisions while developing their skills and interests. The program’s strengths include:

- A curriculum with a strong business emphasis.
- Experienced faculty who bring a wealth of first-hand know-how to the class.
- Coursework that combines both theory and practice with an emphasis on the practical skills the graduate will need for success in the sport industry.
- Opportunities for internships to provide students with hands-on experience in the field.
- A diverse student population representing a variety of geographical, cultural, educational, and professional backgrounds.

**YOU’RE IN CHARGE OF YOUR FUTURE!**

**COURSES IN SPORT MANAGEMENT**

Our online Bachelor of Business Administration in Sport Management courses are comprised of 48 credit hours. Each online course lasts for eight weeks and there are six terms each year. The courses will be completed in approximately 18 months. Students will take the following courses: (Each class represents 3 credit hours)

- Introduction to Sport Management
- Principles of Management
- Business Communication
- Sport Leadership
- Principles of Marketing
- Sport Psychology
- Ethics in Sport
- Business Computing
- Business Finance
- Contemporary Issues in Sport
- Statistics
- Sport Coaching
- Sport Law
- Sport Marketing
- Event Management
- Special Topics in Sport
Through online learning, obtaining a quality and highly respected degree from Shorter University is easier than ever. Students who cannot meet regularly during the school week because of employment, family matters, and other commitments now have a solution. Online classes are administered in an asynchronous format—students log into the course, retrieve their assignments, submit work, and take quizzes and exams when their schedules permit.

SCORE THE GOAL OF YOUR LIFE!

CAREERS IN SPORT MANAGEMENT

Worldwide professional and amateur sports represent a multibillion dollar industry. It is one of the largest, fastest-growing industries in the United States and owes its growth not just to its talented athletes but also to the quality of its business leaders and managers. A Sport Management degree from Shorter University helps prepare the student for leadership and management positions in a variety of sport-related businesses. The Shorter BBA in Sport Management focuses on providing students with practical skills that will immediately enable them to advance in their chosen field and provide them with the business knowledge and acumen to put them at a long-term career advantage in today’s job market. Some familiar job titles in the Sport Management industry include:

• Events Manager
• Coach
• Athletic Director
• Concession Manager
• Sports Licensing Manager
• Facilities Manager
• Sports Marketing Executive
• Public Relations Consultant
• Operations Manager
• Event Coordinator

The average salary for a Sport Management professional ranges between: ($34,000 and $80,000)

(www.payscale.com)
To enroll in our online Bachelor of Business Administration in Sport Management courses, students must have a minimum of 50 hours of transferable credit. Students must also submit a completed Shorter University application, a $25 application fee, and an official transcript from EACH institution previously attended. Students with fewer than 50 hours of transferable credit may enroll in Shorter University’s online Associate of Science program or in our online General Education courses.

THE APPLICATION PROCESS
3 SIMPLE STEPS:

1. Complete the online application [here](#).
2. Submit the $25 application fee
3. Submit all forms and transcripts from EACH institution previously attended

*Once all of the necessary documentation has been received and reviewed, an admission decision will be made, and students will be contacted via e-mail.

For more information, please visit our Online Campus at [http://online.shorter.edu/admissions](http://online.shorter.edu/admissions) or contact:

**Kevin Aronhalt**  
Online Enrollment Counselor  
Main: 706-233-7789  
Cell: 706-676-4162  
karonhalt@shorter.edu

**Darleatha Ramirez**  
Online Enrollment Counselor  
Main: 706-233-7622  
Cell: 706-936-8654  
dramirez@shorter.edu

**WHY SHORTER UNIVERSITY?**

• A well-established institution with a reputation for educational excellence.
• Superior academic programs and high-quality instruction.
• A caring Christian atmosphere.
• Small class sizes.
• A substantial level of individualized attention given to each student from their professors.
• A faculty in which two-thirds of the professors hold the highest degree available in their fields of expertise.
Shorter University understands the potential struggles associated with financing a college education, and it is our goal to work with students on any financial aid issues. To provide more flexibility, Shorter University offers three different payment options, which can be found on our Web site at http://online.shorter.edu/admissions.

**TUITION & FEES**

- $325 per credit hour
- $25 tech fee per course
- $150 graduation fee
- $99 Taskstream fee

For more information, please visit our Online Campus at http://online.shorter.edu or contact:

**Samantha Tew**  
Student Account Coordinator  
706-233-7211  
stew@shorter.edu

**FINANCIAL AID**

We encourage all students to apply for financial aid as soon as possible by completing the Free Application for Federal Student Aid form (FAFSA) online at www.fafsa.ed.gov.

For more information, please visit our Online Campus at http://online.shorter.edu or contact:

**Krista Huckaby**  
Financial Aid Advisor  
706-233-7423  
khuckaby@shorter.edu