

Sport Management

Major Requirements

120 semester credit hours is required. All Bachelor of Science in Kinesiology and Health majors are exposed to all aspects of the fields of kinesiology and health. At least 36 hours must be upper-division coursework.

The curriculum has the following components:

- a. University general education requirements, including the Core Curriculum[†]
- b. degree requirements
- c. major requirements
- d. curricular specialization
- e. free electives

More information, including a list of [specializations](#), [tracks](#), and [minors](#) is available on the College of Education's *Degrees and Programs* page.

Students who plan to major in sport management must apply for admission to the program. A student's grade point average, volunteer and work experiences, and completion of prescribed prerequisite coursework are factors in the admission decision. Information about admission requirements is available from an academic advisor.

Majors must complete the following:

Requirements	Hours
Core Curriculum	42
The following coursework is required and can also simultaneously satisfy some core curriculum requirements:	
PSY 301	Introduction to Psychology ⁰⁸⁰
Degree	
One course from:	3
ECO 301	Introduction to Economics
ECO 304K	Introduction to Microeconomics
ECO 304L	Introduction to Macroeconomics
CMS 306M	Professional Communication Skills
KIN 119	Topics in Movement Competence (or three hours chosen from the following fields: PED)
KIN 312M	Management of Physical Activity and Sport Programs
KIN 347	Historical and Ethical Issues in Physical Culture and Sports
One course from:	3
HED 311	Introduction to Health Promotion and Behavioral Science
KIN 310	Physiological Basis of Conditioning
KIN 335C	Motor Learning

Undergraduates are expected to have completed two years in a single foreign language in high school. Students without two years of high school foreign language coursework must earn credit for the beginning level proficiency in a foreign language; this credit does not count toward the student's degree. Students should consult their advisors in the Student Dean's Office, George I. Sánchez Building 2.110 to determine whether additional foreign language requirements apply to them.

Major	
Three hours computer applications	
KIN 312	Topics in Kinesiology: Issues (Topic 5: Sport Industry in America)
or KIN 316	Structure and Organization of Sport Programs
Three hours chosen from:	
KIN 350	Sociological Aspects of Sport and Physical Activity
KIN 352K	Topics in Human Movement Studies (Topic 3: Women and Sport)
KIN 352M	Sport, Fitness, and Mass Media
KIN 352K	Topics in Human Movement Studies (Topic 6: Race and Sport in African American Life)
KIN 353	Sport Law
KIN 354	Sport and Event Marketing
KIN 355	Media and Public Relations in Sport
KIN 356	Revenue and Budgeting in Sport
KIN 357	Strategic Management of Sport Organizations
6 hours chosen from:	
KIN 628	Internship/Fieldwork in Sport Management
KIN 328C	Internship in Sport Management (and three additional hours chosen from the following fields: KIN or HED)

Curricular Specialization	
Either a specialization in the Department of Kinesiology and Health Education, a minor outside of the department, a certificate, or a track in a second field of study which consists of a minimum of 15 hours of coursework, six of which must be upper-division. No more than six hours in the minor may also be counted toward other degree requirements.*	
* See the College of Education "Degrees and Programs" page for specialization and track requirements.	
Free Electives	15
Additional coursework to fulfill all degree requirements and reach a total of 120 semester hours. No more than 12 semester hours of fieldwork and/or internship courses may be counted toward the degree.	

Total Hours	
120	
Core Component Areas: ⁰¹⁰ Communication; ⁰²⁰ Mathematics; ⁰³⁰ Natural Science and Technology, Part I; ⁰⁴⁰ Humanities; ⁰⁵⁰ Visual and Performing Arts; ⁰⁶⁰ U.S. History; ⁰⁷⁰ American and Texas Government; ⁰⁸⁰ Social and Behavioral Sciences; ⁰⁹⁰ First-Year Signature Course; ⁰⁹³ Natural Science and Technology, Part II	

[†] Effective April 2025, UT Austin no longer requires Skills and Experience flags.