

# DEFIANCE COLLEGE

Dream of a career in professional sport? How about sitting in the clubhouse of a minor league baseball game or dealing with the daily operations of a college football team? Students who dream about careers in professional sport find that Defiance College is the place to make it happen.

Sport management lets students participate in the exciting world of sports from a business standpoint. In this major, students learn about various sports, the psychological principles at work behind them, and how sports fit into society. They also gain a strong knowledge foundation in business, examining how the worlds of business and sports interact and how they can make those interactions more profitable and beneficial for every person and interest involved. At Defiance College, sport management professors who love sport and understand business work closely with students through volunteer opportunities, field experiences, and internships.

Dream of a career in professional sport? Defiance College can help turn that dream into a career.



701 North Clinton Street  
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# Sport Management

Bachelor of Science Degree with a major in Sport Management



Through an internship, RJ Chidester prepares Fifth Third Field in Toledo, home of the Toledo Mud Hens.

## The Program Goals

- ◆ To understand the socio-cultural dimensions of sport
- ◆ To develop and apply management and leadership skills
- ◆ To explore the ethical principles related to sport
- ◆ To apply marketing and communication skills within sport settings
- ◆ To know how to budget program resources and apply financial principles related to sport
- ◆ To understand legal aspects of sport and to develop risk management plans
- ◆ To understand the roles of governing bodies in sport
- ◆ To gain practical experience through experiential learning

## After College — What's Next?

The Sport Management program prepares students to continue their studies in graduate school or to obtain entry-level positions in the work place. A number of DC graduates are working on advanced degrees in areas such as Sport Management, Sport Administration, Sport Communication, and a Master's in Business Administration. Other graduates are actively involved in sport as coaches, operations, sales, minor league baseball, program directors for the Y, activity coordinators for health/fitness centers, golf course management, summer camp coordinators, sports information directors for a college or university, sports information and public relations directors for professional sport teams, and sports ticket managers.

*"Being an athlete, I have always dreamed of being part of a professional sports organization. With a degree in Sport Management that opportunity came true for me through an internship with the Detroit Tigers. Having this internship in the equipment room at Comerica Park has given me the experience I need to start a career in the world of sports."* — Bryan Post

The Sport Management major is designed to prepare students to obtain an entry-level position in sport. This multibillion-dollar industry offers employment opportunities in professional, collegiate and interscholastic sports, sports information, marketing, facility and arena management, operations, sponsorship, promotions, recreation administration, sales, ticket sales, coaching, and special events. The major is designed to provide students with a foundation of skills necessary to negotiate the various settings in which students may find themselves during their professional careers. Upon graduation, some of our students decide to continue their education in graduate school in areas such as Sport Management, Sport Administration, or a Master's in Business Administration.

## Internships

Hands-on experience is vital for a sport management major. Therefore, before graduation, you will be required to complete two field experiences and two internships. These experiences are set up to give you the best "real world" experience that will prepare you for a specific job upon graduation. Over the years DC students have been placed with internships including:

- ◆ Akron Aeros
- ◆ Cleveland Browns
- ◆ Cleveland Indians
- ◆ Columbus Blue Jackets
- ◆ Columbus Crew
- ◆ Dayton Dragons
- ◆ Detroit Pistons
- ◆ Detroit Red Wings
- ◆ Detroit Tigers
- ◆ ESPN
- ◆ Fort Wayne Tin Caps
- ◆ Michigan State University Strength and Conditioning Program
- ◆ National Basketball Academy (Cleveland)
- ◆ Toledo Mud Hens
- ◆ University of Michigan Sports Information Department
- ◆ US Olympic Training Center

[www.defiance.edu/pages/bus\\_majors\\_sports\\_management.html](http://www.defiance.edu/pages/bus_majors_sports_management.html)

# The Faculty

**Myra Stockdale, D.H.Sc., ATC**, Exercise Science Coordinator,  
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Additionally, part-time instructors may teach specialized courses.



Kristyn Tooley participated in a semester-long internship at the U.S. Olympic Training Center in Colorado Springs, Colorado. Kristyn worked with persons with physical disabilities at the U.S. Paralympics during the Paralympic Military Summit in Colorado Springs, Colorado.

# The Courses

- AC 221 Financial Accounting
- AC 222 Managerial Accounting
- BA 140 Introduction to Business
- BA 212 Business Statistics
- CA 123 Media Writing
- EC 201 Microeconomics
- ES 234 Community First Aid and CPR
- ES 481 Organization and Administration of Health, Physical Education, and Sport
- MG 331 Management and Organization Behavior
- MK 340 Principles of Marketing
- MK 341 Advertising
- SM 130 Introduction to Sport Management
- SM 197 Field Experience
- SM 220 Economics of Sport
- SM 230 Event and Facility Management
- SM 270 History of Sports in the United States
- SM 297 Field Experience
- SM 320 Sociology of Sport
- SM 340 Sport Law
- SM 391 Internship
- SM 397 Field Experience
- SM 491 Internship with capstone

*two courses chosen from:*

- CA 231 Interpersonal Communication
- CA 300 Public Relations
- CA 330 Audio and Video Production
- CA 335 Intercultural Communications and Technology
- CA 424 Public Advocacy
- CA 442 Media, Race, and Gender

*"I picked the DCSM program because I have always been into sports and always have had respect for people in the industry. Looking at the SM program at DC I immediately knew the program is what I was looking for. I knew I would be able to grow and gain the connections needed to succeed. It was a perfect fit for what I was looking for. Looking at the program after my freshman year I realized it is more than I expected. I knew I would be offered opportunities to succeed but never thought I would have the interaction with the people I have from athletic directors to marketing professionals that work in professional football. The program is continuing to grow and I would definitely recommend it to anyone interested in sports."*

Scott Petricevich

## A Minor in Sport Management

- ES 234 Community First Aid and CPR
- ES 481 Organization and Administration of Health, Physical Education, and Sport
- SM 130 Introduction to Sport Management
- SM 230 Event and Facility Management
- SM 270 History of Sports in the United States
- SM 320 Sociology of Sport
- SM 340 Sport Law
- SM 297 Field Experience or SM 391 Internship

*"Coming to Defiance I never would have imagined where the Sport Management program would take me. Working with two minor league teams including the Bluefield Orioles and the Jamestown Jammers, I learned a lot working with the business side of sport. Ticket sales and marketing was a big job when I worked for the Orioles. Working with the Jamestown Jammers I was the head clubhouse manager where I learned a lot about the player development and met a lot of 'higher-up' people and former pro players. Without the help of my advisors and professors here at DC I wouldn't be where I am today."*

Troy Secret

## Come for a Visit!

A campus visit is the best way to find out how Defiance College defies the ordinary college experience. We'll arrange for you to meet with an admissions counselor, professors, coaches, students, and learn about scholarship and financial aid opportunities. You can sit in on a class, tour campus, and stay overnight if you wish. Call our Office of Admissions at 419-783-2359 or 1-800-520-GO DC to set up your appointment.