

SPORTS BUSINESS MANAGEMENT MINOR

The **SPORTS BUSINESS MANAGEMENT MINOR** provides the academic foundation and practical experience to pursue careers in sports business management, including sports associations and leagues, intercollegiate and professional sports organizations, sports entertainment and media services, and firms that supply the sports and entertainment industry. Students develop and apply knowledge of the sports industry through coursework and hands-on experience in supervised fieldwork and internships.

STUDENTS



STUDENT MAJORS:

All Broad Majors Journalism Human Resources & Labor Relations
Advertising Management Kinesiology Games & Interactive Media
Public Relations Communication Leadership & Strategy
Economics Digital Storytelling Other Majors as approved by MGT

STUDENTS MUST APPLY TO THE MINOR AND ADMISSION IS HIGHLY COMPETITIVE

EXAMPLE INTERNSHIP & EMPLOYER ORGANIZATIONS

MICHIGAN/DETROIT	NATIONAL
<ul style="list-style-type: none"> ➤ MSU ATHLETICS ➤ PISTONS ➤ OLYMPIA SPORTS & ENTERTAINMENT ➤ ILLITCH SPORTS & ENTERTAINMENT ➤ MICHIGAN ATHLETICS ➤ TIGERS ➤ LANSING LUGNUTS ➤ LIONS ➤ RED WINGS ➤ UNITED SHORE PROFESSIONAL BASEBALL LEAGUE 	<ul style="list-style-type: none"> ➤ ARIZONA STATE ATHLETICS ➤ NBC SPORTS ➤ FOX SPORTS ➤ NCAA ➤ WARNER MEDIA ➤ NIKE ➤ MLS ➤ ADIDAS ➤ PARAGON MARKETING ➤ INTERSPORT ➤ NFL ➤ NHL ➤ UFC

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CREDITS

- FOUNDATIONS IN SPORTS BUSINESS MANAGEMENT (REQUIRED INTERNSHIP OR FIELDWORK)
- FOUNDATIONS IN MANAGEMENT
- CUSTOMERS AND SALES
- MEDIA AND BRANDING
- PLANNING, OPERATIONS, AND STRATEGY
- SPORTS AND SOCIETY
- SPECIAL TOPICS

FUTURE LEADERS IN SPORTS & ENTERTAINMENT

FLISE is a MSU student organization for those preparing for careers in the sports and entertainment industry. FLISE activities expose students to the sports and entertainment industry, contribute to students' professional development, and facilitate networking with experienced professionals.

TO CONNECT, GO TO
<https://msuflise.org/>

