The sport administration program provides students with course work specific to sport-related business and prepares students to work in competitive and recreational sport settings or to attend graduate school. Primary course topics include administration, economics, event planning, facility management, finance, intercollegiate sports, law, marketing, professional sports, sales, sponsorship, and other important components of the sport industry.

For more information, please contact Dr. Robert Malekoff (rmalekof@email.unc.edu).

### Department Programs

#### Majors

- Exercise and Sport Science Major, B.A.—Sport Administration (p. 1)

#### Minors


#### Graduate Program

- M.A. in Exercise and Sport Science ([http://catalog.unc.edu/graduate-schools-departments/exercise-sport-science/](http://catalog.unc.edu/graduate-schools-departments/exercise-sport-science/))

### Student Learning Outcomes

Upon completion of the Exercise and Sport Science program (sport administration track), students should be able to:

- Understand and apply fundamental processes related to the sales process, marketing sport, and marketing through sport

In addition to the program requirements, students must

- earn a minimum final cumulative GPA of 2.000
- complete a minimum of 45 academic credit hours earned from UNC–Chapel Hill courses
- take at least half of their major core requirements (courses and credit hours) at UNC–Chapel Hill
- earn a minimum cumulative GPA of 2.000 in the major core requirements. Some programs may require higher standards for major or specific courses.

For more information, please consult the degree requirements section of the catalog ([http://catalog.unc.edu/undergraduate/general-education-curriculum-degree-requirements/#degreerequirementstext](http://catalog.unc.edu/undergraduate/general-education-curriculum-degree-requirements/#degreerequirementstext)).

Students seeking the major in exercise and sport science—sport administration (EXSS—SA) must complete the following requirements in addition to required General Education courses:

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>EXSS 221</td>
<td>Introduction to Sport Administration</td>
<td>3</td>
</tr>
<tr>
<td>EXSS 224</td>
<td>Sport Sales and Revenue Production Seminar</td>
<td>3</td>
</tr>
<tr>
<td>EXSS 288</td>
<td>Emergency Care of Athletic Injuries and Illnesses</td>
<td>3</td>
</tr>
<tr>
<td>EXSS 322</td>
<td>Fundamentals of Sport Marketing</td>
<td>3</td>
</tr>
<tr>
<td>EXSS 323</td>
<td>Sport Facility and Event Management</td>
<td>3</td>
</tr>
<tr>
<td>EXSS 324</td>
<td>Finance and Economics of Sport</td>
<td>3</td>
</tr>
<tr>
<td>EXSS 326</td>
<td>Legal Aspects of Sport</td>
<td>3</td>
</tr>
<tr>
<td>EXSS 493</td>
<td>Field Experience in Sport Administration</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>Six (6) additional credits must be earned in EXSS courses (at least one course, 3 hours, must be at the 200 level or above).</td>
<td>6</td>
</tr>
</tbody>
</table>

### Additional Requirements

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>ECON 101</td>
<td>Introduction to Economics (prerequisite for EXSS 324)</td>
<td>4</td>
</tr>
<tr>
<td>STOR 151</td>
<td>Introduction to Data Analysis</td>
<td>3</td>
</tr>
<tr>
<td>or STOR 155</td>
<td>Introduction to Data Models and Inference</td>
<td></td>
</tr>
</tbody>
</table>

**Total Hours** 37

*Honors version available. An honors course fulfills the same requirements as the nonhonors version of that course. Enrollment and GPA restrictions may apply.*
Exercise and Sport Science Major, B.A.–Sport Administration

EXSS 221 is a prerequisite for EXSS 322, EXSS 323, and EXSS 493.
EXSS 420 and EXSS 430 may also be used. Note: EXSS 493 may be
taken twice for a maximum total of six credits, but may not be used
to fill this requirement.

Students considering graduate work in sport administration should take
EXSS 273.

Exercise and Sport Science (EXSS) course descriptions (http://
catalog.unc.edu/undergraduate/departments/exercise-sport-science/
coursetext).

Special Opportunities in Exercise and Sport Science

Honors in Exercise and Sport Science

The senior honors program provides exercise and sport science majors
the opportunity to pursue an independent, two-semester research project.
A student must have an overall grade point average of 3.3 or above
prior to acceptance into the departmental honors program and must
maintain an overall average of 3.3 or above to remain in the program.
Students complete EXSS 693H and EXSS 694H. Honors study involves
the completion of a substantial piece of original research and the formal
oral presentation of the results. Those successfully completing the
program are awarded their degree with either honors or highest honors.
Previous senior honors thesis topics and more information can be
found on the EXSS department Web page. Please contact Dr. Meredith
Petschauer (mbusby@email.unc.edu) by email or at (919) 962-1110, if
you are interested.

Departmental Involvement

In addition to its academic offerings, the department houses the campus
recreation program. Students may also affiliate with the Carolina Fitness
Professionals Club and the Carolina Sports Business Club. The “Get Real
and Heel” program, offering exercise and recreation therapy services
to women with breast cancer, and the “Sport Concussion Research”
program provide opportunities for qualified students to volunteer and
gain valuable research experience.

Experiential Education

The following courses satisfy the experiential education requirement.

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>EXSS 51</td>
<td>First-Year Seminar: Entrepreneurship in Human Performance and Sport</td>
<td>3</td>
</tr>
<tr>
<td>EXSS 207</td>
<td>Coaching Principles</td>
<td>3</td>
</tr>
<tr>
<td>EXSS 393</td>
<td>Athletic Training Clinical</td>
<td>1</td>
</tr>
<tr>
<td>EXSS 395</td>
<td>Undergraduate Research Course</td>
<td>1-3</td>
</tr>
<tr>
<td>EXSS 420</td>
<td>Program Planning in Recreation Services</td>
<td>3</td>
</tr>
<tr>
<td>EXSS 493</td>
<td>Field Experience in Sport Administration</td>
<td>3</td>
</tr>
<tr>
<td>EXSS 593</td>
<td>Practicum in Physical Fitness and Wellness</td>
<td>1-3</td>
</tr>
<tr>
<td>EXSS 693H</td>
<td>Senior Honors Thesis</td>
<td>3</td>
</tr>
<tr>
<td>EXSS 694H</td>
<td>Senior Honors Thesis</td>
<td>3</td>
</tr>
</tbody>
</table>

Laboratory Teaching Internships and Assistantships

The fitness professional students serve a practicum with local fitness
organizations.

Study Abroad

The Department of Exercise and Sport Science currently offers summer
study abroad programs in Montevideo and Uruguay. Refer to the
department’s Web site for more information. For other study abroad
experiences the department will gladly work with its majors in advance of
the experience to determine appropriate credit.

Undergraduate Awards

The Patrick F. Earey Award, named in honor of a longtime faculty member,
is given annually to the outstanding senior major in the department.
The award signifies exemplary leadership, academic achievement, and
extracurricular involvement by a senior exercise and sport science major.

The Ronald W. Hyatt Scholarship, named in honor of the late Dr.
Hyatt, one of Carolina’s “priceless gems” and a faculty member in
the department, is a merit-based scholarship awarded annually to an
outstanding full-time undergraduate exercise and sport science major
with junior status.

The EXSS Scholar Athlete Award is a merit-based award recognizing
outstanding scholarship of a senior student athlete majoring in exercise
and sport science.

Undergraduate Research

Students are encouraged to explore research interests by taking
EXSS 395, completing independent research studies, and writing senior
honors theses. For a few highly motivated and dedicated individuals,
working with faculty on faculty research projects is possible.