



SPORT MANAGEMENT **online** CERTIFICATE PROGRAM

According to PwC's Sports Outlook report, the North American sports market media rights, ticket, sponsorship, and merchandising revenues accounted for a total of \$71 billion dollars in 2018. As viewer consumption models and fan behavior shifts with digital innovation, sports organizations will evolve to offer exciting new experiences for their fans. The Sport Management Certificate Program will prepare students for opportunities in the business of sports and athletics. If you're passionate about sports and want to create a viable career for yourself in the industry then this program is for you.

OUR EXPERT INSTRUCTORS HELP YOU

- Understand the commercial dimensions and relationship between media, sports organizations, and sponsors
- Develop, implement, and control a sport marketing strategy plan
- Create an event mission statement and goals outline
- Perform facility research and environmental impact analysis reports
- Understand sport consumer behavior pertaining to sales, socialization, and engagement

WHO SHOULD ATTEND

This program offers entry to mid-career professionals working or who aspire to work in the sports industry with a thorough, yet concise collaborative online learning experience. Our students prepare for more responsibility in marketing, finance, facilities management, or any other specialization related to the business of sports.

CURRICULUM

Sport Management Essentials (3 units)

- Define the field of sport management and discuss the nature and scope of career fields and opportunities in the sport industry that will benefit your professional goals.
- Describe the various managerial roles and responsibilities of sport managers in sports-related settings.
- Demonstrate an understanding of fundamental theories of management, leadership, finance and organizational behavior, and how these concepts are applied to the sport industry.
- Gain an appreciation and understanding for the significance of ethical, legal, and sociological concepts as well as diversity and inclusion efforts in the sports industry.

Sport Facilities & Events Management (3 units)

- Develop a basic understanding and knowledge necessary to effectively manage a venue.
- Study the planning and developmental processes of sport facility design.
- Have a thorough understanding of the critical importance of customer service and risk management in all types of facilities and events.
- Be exposed to a variety of sport and fitness facilities and sport and fitness events.
- Be able to apply knowledge learned in this course to real-world facility management situations.

Sport Law & Finance (3 units)

- Understand the elements of a legal contract and the basics of collective bargaining in professional sports.
- Discuss the origins of American law and an in-depth overview of tort law, the foundational component of legal cases in professional sports.
- Study the concept of risk management as it relates to fan safety, stadium security, and training with an emphasis on tort law.
- Outline key trends of sport finance in the North American sports market to understand what factors determine a professional franchise valuation.

Sport Marketing (3 units)

- Develop an actionable strategic marketing plan for the sport organization of your choice.
- Learn fundamental marketing concepts and terms illustrated with sport management examples.
- Study the contextual and market factors that influence how sport is positioned and consumed around the world.
- Understand the various forms of media and how organizations promote their brand through traditional and new communication models.

DURATION & PRICE

Course enrollment costs \$595, bringing the total cost of the 4-course certificate to \$2,380. All required courses can be completed in 6 months.

TO ENROLL

Visit ce.uci.edu/sportmanagement for full course descriptions, instructor biographies, and registration information. Open enrollment means no application requirements and courses are offered quarterly throughout the year.

FOR MORE INFORMATION

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