UNDERGRADUATE

BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION
SPORTS BUSINESS

SPORTS BUSINESS MAJOR
The Sports Business major for undergraduates was developed in response to an increase in demand for up-and-coming talent in the sports industry. Sports firms are hiring at the entry level and promoting from within. CU Denver Business School students develop the specialized knowledge and skills needed to give them an edge in the sports business.

HANDS-ON EXPERIENCE
Learning about cutting-edge industry practices takes place not just in the classroom, but also through internships and hands-on experiences. Our faculty are active researchers in the field, and have years of real-world experience in the industry. The program includes prominent guest speakers who are leaders in the industry, access to mentors, and opportunities for internships. Graduates will be prepared to begin an exciting career in the sports business. Companies where students have interned include the Broncos Football Club, Kroenke Sports and Entertainment, United States Olympic Committee and Anschutz Entertainment Group.

DENVER’S BUSINESS SCHOOL
The CU Denver Business School is accredited by the AACSB International, a distinction that places us in the top 5 percent of business schools worldwide. Located in Denver’s vibrant downtown, the Business School’s extensive range of degree programs and innovative industry specializations keep pace with the needs of students and businesses in the region and beyond. Flexible class schedules, world-class faculty, and a focus on real-world application make the Business School a top choice for students in Colorado.

Total employment in the sports industry will grow over 13% through 2020—faster than the growth rate of all other US industries.

The sports industry accounts for more than $700 billion in revenue every year.

Denver is a top ten city for sports-related job growth. Colorado is home to the US Olympic Committee and a community of adventure and extreme sports enthusiasts.

“Our industry needs leaders. This program can groom the leaders we need to take professional sports to the next level.”

– Joe Ellis, President of the Denver Broncos, and Member of the Business School’s Sports and Entertainment Management Advisory Council.
Emerging leaders in the sports business need to have a broad business background and specialized knowledge. The Sports Business major provides this specialized knowledge and helps you become a leader.

PROGRAM REQUIREMENTS

In addition to the requirements for the Bachelor of Science in Business Administration, students complete the following courses to obtain an emphasis in Sports Business.

Required course
- MKTG 4250 - Sports Marketing
- Business Practices in the Sports Industry (choose 2)
  - MKTG 4251 - Music and Media Marketing
  - MKTG 4252 - The Business of Sports
  - MKTG 4620 - Customer Service Strategies
- MKTG 4730 - New Product Development for Consumer and Sports Products

Sports Research Skills (choose 1)
- MKTG 3100 - Marketing Research
- MKTG 3200 - Consumer Behavior

Electives (choose 1)
- Any MKTG 4000+ or MGMT 4000+
- MKTG 4000 - Advertising
- MKTG 3300 - Social Media in Business
- MKTG 4700 - Sales
- MGMT 4330 - Mastering Management
- MKTG 4834 - Global Travel study in Sports and Entertainment
- Another MGMT Travel study with approval
- MKTG 4050 - Applied Marketing Management
- MGMT 4900 - Project Management

For more information about these courses or degree requirements, please visit us at www.business.ucdenver.edu/sports

SCHOLARSHIPS

The Business School offers a variety of scholarships to support you in the pursuit of your degree. Some scholarships are based on need, and others are based on academic achievement. For more information or to apply for scholarships, please visit us at business.ucdenver.edu/scholarships. Financial aid may also be available.

LONDON CALLING

The London Calling program is a unique opportunity to learn about Sports Business in a global setting. The two-week elective includes visits to the UK’s top sports facilities: Chelsea FC, Wembley Stadium, O2 Arena, Twickenham, Lord’s Cricket Ground, Wimbledon, and the BBC.

The Business School at CU Denver has earned accreditation by the Association to Advance Collegiate Schools of Business (AACSB International). This elite distinction is only granted to the top business programs in the world that meet rigorous standards for curriculum, faculty, library, and computer resources.