




SPORTS MANAGEMENT

Whether you're an athlete or a fan, you can turn your passion for sports into a profession. Be a winner and learn the business of sports and recreation at Tiffin University. This field of study is vast. Sport managers can work for professional teams, their parent programs such as the NFL, colleges and universities, recreational departments and sports marketing firms. You can run the front office, work behind the scenes or act as the interface between players, coaches and the media. At Tiffin University, you can concentrate in athletic administration, sports marketing or esports management.

If you like to be out in the field organizing campaigns, you may prefer our sports marketing concentration. Their responsibilities include the promotion of teams and their events, products or services. TU is one of only a handful of universities that offer an emphasis on sports marketing, making the niche degree attractive to those who want to differentiate themselves from a generic business program.

If you see yourself as part of a professional sports administration or running athletic programs at a school or community organization, you may prefer our athletic administration concentration. Sports management focuses more on the day-to-day operation and the fundamentals of the world of sports and recreation.



TU's esports management concentration deliberately focuses on providing students with a broad base of experience, real-world skills, and knowledge to manage teams, tournaments and gaming conventions. Students will explore the culture, history, and emergence of competitive video game play. Classes will focus on central concepts in competitive video game play and identify the major developments in the business and media surrounding esports. Students will learn the complexities involved in understanding the dynamics of the esports industry and all of its stakeholders, from gamers to billion-dollar media companies. Students will also learn to navigate the structure of esports leagues, teams, players, gaming publishers, tournament operators, media and affiliate organizations. Relevant projects, market analysis and critical thinking will be utilized to understand management approaches that have succeeded and failed with recent esports ventures.

In 2020, the median wage for agents and business managers of artists, performers and athletes was \$98,070 and the job outlook in 2020-2030 is set to increase by 6.9%, according to the Bureau of Labor Statistics.



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Sports Management core: 18 hours

- SMG160 Introduction to Sports Management
- LAW260 Legal Issues in Sports
- SMG360 Business of Sports (w)
- SMG370 Sport Management Professional Development
- SMG405 Sports Analytics
- SMG450 Sport Revenue Generation & Sponsorship

Athletic Administration concentration: 12 hours

- SMG220 Principles of Athlete Development
- SMG315 Supervision in Sports
- SMG325 Facilities Design and Management
- SMG375 Sport Governance and Administration

Esports Management concentration: 12 hours

- CUL132 Emergence of eSports
- CUL342 History and Culture of Digital Gaming
- ESM I Introduction to eSports Management (RIZE)
- ESM II Convention, Event and Trade Show Planning (RIZE)

Sports marketing concentration: 12 hours

- MKT253 Marketing Communications
- SMG235 Sports Marketing & Promotions
- MKT364 Event Marketing and Management
- SMG335 Sport Media Technology

