



Academic Learning Compact

Sport Management

Program Mission Statement

The mission of the sport management program is to provide our students with the critical sport management curriculum and skill sets to be competitive for leadership positions within the sport industry. Our geographic location, as well as our positive relationships in the sport industry provide optimal conditions for student success. We are committed to providing our students access to the most contemporary research, technologies, and transformational learning opportunities. To accomplish this, we require our students to complete a required internship as well as other meaningful community-based transformational learning initiatives. Our program has a number of community partners including (but not limited to) the Jacksonville Jaguars, the PGA Tour, Girls on the Run of Northeast Florida, and others. These experiences, coupled with the knowledgeable instruction of our faculty allows our students to differentiate themselves from those enrolled in other programs. Faculty research which is both practical and theoretical in nature is linked to our coursework and informs our instructional practices. Collectively, these practices are designed to best equip our students with the knowledge and skills necessary to thrive in a competitive industry.

Student Learning Outcomes

1. Students will apply and evaluate principles of oral and written communication, mass communications, and public relations particularly as they relate to sport management.
2. Students will demonstrate the knowledge, skills, and dispositions to become effective sport managers.
3. Students will explain legal concepts relevant to the sport industry.
4. Students will apply fundamental marketing concepts to the sport industry and understand the unique aspects of sport consumer and product markets.
5. Students will explain the socio-cultural variables that influence sport.
6. Students will explain the importance of budget and finance to sport-related organizations and evaluate micro- and macro-economic principles as they relate to the sport industry.

Student Learning Outcomes

Graduates will be able to:

Content/Discipline-Specific Knowledge/Skills

- Demonstrate professional skills and dispositions in field experiences.

Communication Skills

- Students will apply and evaluate principles of oral and written communication, mass communications, and public relations particularly as they relate to sport management.

Assessment Approaches

We assess content using a variety of measures designed to meet the needs of learners with diverse strengths. Faculty utilizes tests, quizzes, and assignments designed to assess both oral and written communication. We assess critical thinking skills through field experiences. Sport management candidates are required to complete a senior survey built around our student learning outcomes prior to being approved for graduation. The results of the survey are analyzed by program faculty. Data gleaned from the senior survey also informs curricular changes.