

# SPORT AND FITNESS MANAGEMENT

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## Overview

**Degrees Offered:** Program Certificate

**Program Begins:** Fall, Spring

**Delivery Method:** Online, On Campus

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## Description

A Program Certificate in Sport and Fitness Management provides students with a well-developed foundation in sport and business management. In addition, students will gain direct field experience through co-op/internship opportunities. The curriculum is designed for students looking to enter the sport and fitness industry.

This certificate can be bundled with other certificates toward an Associate in Applied Science (AAS) degree in Exercise and Sports Studies. Additional certificate options within the AAS degree plan include: Exercise Science, Sport Entrepreneurship, and Clinical Exercise Science.

## Preparation

Students might consider high school courses in marketing, sales, and computers to assist them in college study. However, these courses are not mandatory for success.

## Requirements

Students who complete the suggested curriculum requirements receive a Program Certificate in Sport and Fitness Management. The courses within the certificate lead directly into the Associate in Applied Science degree in Exercise and Sports Studies.

## Career Opportunities

The future professional workforce of the sports and exercise industry is evolving as digital technology advances. This not only creates skill gaps of current workforce but also creates new job opportunities as these traditional jobs have been transformed. Career opportunities exist as customer support specialist, facility supervisor, or program specialist.

## Degree Plans

- Sport and Fitness Management Program Certificate

## Program Learning Outcomes

Upon graduation, Sport and Fitness Management students will be able to:

- Explain and implement a plan to manage a sport or fitness project/event.
- Manage an event budget.
- Describe and design a business plan for the implementation of a sport or fitness project.
- Demonstrate problem solving skills related to the planning and implementation of an event.
- Demonstrate effective communication skills.