

# SPORT MANAGEMENT (B.S.) - SPORT COMMUNICATION & PUBLIC RELATIONS - ONLINE

**Important:** This degree plan is effective for those starting this degree program in fall 2025 through summer 2026. This degree plan will remain in effect for students who do not break enrollment or who do not change degree programs, concentrations, or cognates.

## General Education/Foundational Skills Requirements

Code	Title	Hours
<b>Communication &amp; Information Literacy <sup>1</sup></b>		
ENGL 101	Composition and Rhetoric	3
	Communications Elective	3
	Information Literacy Elective	3
	Information Literacy Elective	3
<b>Technological Solutions &amp; Quantitative Reasoning <sup>1</sup></b>		
UNIV 104	Instructional Technology for Successful Online Learning	0-3
	Math Elective MATH 114 or higher	3
<b>Critical Thinking <sup>1</sup></b>		
RLGN 104	Christian Life and Biblical Worldview <sup>2</sup>	4
	Critical Thinking Elective	3
<b>Civic &amp; Global Engagement <sup>1</sup></b>		
	Cultural Studies Elective	3
<b>Social &amp; Scientific Inquiry <sup>1</sup></b>		
	Natural Science Elective	3
	Social Science Elective	3
<b>Christianity &amp; Contexts <sup>1</sup></b>		
BIBL 104	Survey of Old and New Testament	4
THEO 104	Introduction to Theology Survey <sup>2</sup>	4
<b>Total Hours</b>		<b>39-42</b>

<sup>1</sup> Refer to the list of approved general education electives before enrolling in foundational skill requirements

<sup>2</sup> Students transferring in 45 or more UG credit hours will have the requirement of RLGN 104 waived; Students transferring in 60 or more UG credit hours will also have the requirement of THEO 104 waived

## Major Requirements

Code	Title	Hours
<b>Major Foundational Courses</b>		
ACCT 209	Survey of Accounting and Finance <sup>1</sup>	3
ECON Elective	ECON 110 or higher <sup>1</sup>	3
<b>Total Hours</b>		<b>6</b>

<sup>1</sup> Course may fulfill select general education requirements

Code	Title	Hours
<b>Major Core</b>		
SETM 415	Research Methods in Sport & Hospitality Management	3
SMGT 200	Introduction to Sport Management	3
SMGT 201	History of Sport	3
SMGT 302	Sport Facilities and Events	3
SMGT 305	Sport Law	3
SMGT 310	Communication in Sport	3
SMGT 312	Introduction to Sport Ministry Outreach	3
SMGT 404	Administration and Organization in Sport and Recreation	3
SMGT 405	Sport Finance	3
SMGT 406	Issues and Trends in Sport	3
SMGT 410	Sport Marketing	3
<b>Experiential Component</b>		
SETM 205	Practicum in Sport and Hospitality	3
SETM 399	Interim Internship in Sport & Hospitality	3
or SETM 497	Special Topics in Sport & Hospitality	
SETM 499	Internship in Sport & Hospitality	3
<b>Total Hours</b>		<b>42</b>

Code	Title	Hours
<b>Cognate</b>		
JOUR 225	Media Writing	3
SMGT 330	Sport Communication Technology	3
SMGT 430	Sport Media Strategies	3
STCO 348	Strategic Social Media	3
<b>Total Hours</b>		<b>12</b>

Code	Title	Hours
<b>Free Electives</b>		
Choose 18-24 credit hours of Free Electives		18-24
<b>Total Hours</b>		<b>18-24</b>

All applicable prerequisites must be met

## Graduation Requirements

- **120** Total hours
- **2.0** Overall grade point average
- **30** Hours must be upper-level courses (300-400 level)
- **Grade of 'C'** Minimum required for all upper level courses in the major and all SMGT courses
- **25%** Of major taken through Liberty University
- **30** Hours must be completed through Liberty University
- **Grad App** Submission of Degree Completion Application must be completed within the last semester of a student's anticipated graduation date

## Course Sequence

Course	Title	Hours
<b>First Year</b>		
<b>First Semester</b>		
BIBL 104	Survey of Old and New Testament	4

Course	Title	Hours
ENGL 101	Composition and Rhetoric	3
Communications Elective <sup>1</sup>		3
Math Elective <sup>1</sup>		3
Natural Science Elective <sup>1</sup>		3
<b>Hours</b>		<b>16</b>
<b>Second Semester</b>		
RLGN 104	Christian Life and Biblical Worldview	4
UNIV 104	Instructional Technology for Successful Online Learning	3
Information Literacy Elective <sup>1</sup>		0-3
SMGT 200	Introduction to Sport Management	3
SMGT 201	History of Sport	3
<b>Hours</b>		<b>13-16</b>
<b>Second Year</b>		
<b>First Semester</b>		
ACCT 209	Survey of Accounting and Finance	3
THEO 104	Introduction to Theology Survey	4
Information Literacy Elective <sup>1</sup>		3
SETM 205	Practicum in Sport and Hospitality	3
Elective		2
<b>Hours</b>		<b>15</b>
<b>Second Semester</b>		
Critical Thinking Elective <sup>1</sup>		3
Cultural Studies Elective <sup>1</sup>		3
ECON Elective <sup>2</sup>		3
Social Science Elective <sup>1</sup>		3
SMGT 305	Sport Law	3
<b>Hours</b>		<b>15</b>
<b>Third Year</b>		
<b>First Semester</b>		
JOUR 225	Media Writing	3
SETM 399 or SETM 497	Interim Internship in Sport & Hospitality or Special Topics in Sport & Hospitality	3
SMGT 302	Sport Facilities and Events	3
Elective		3
Elective		3
<b>Hours</b>		<b>15</b>
<b>Second Semester</b>		
SMGT 310	Communication in Sport	3
SMGT 312	Introduction to Sport Ministry Outreach	3
SMGT 330	Sport Communication Technology	3
Elective		3
Elective		3
<b>Hours</b>		<b>15</b>
<b>Fourth Year</b>		
<b>First Semester</b>		
SETM 415	Research Methods in Sport & Hospitality Management	3
SMGT 404	Administration and Organization in Sport and Recreation	3
SMGT 405	Sport Finance	3
SMGT 406	Issues and Trends in Sport	3

Course	Title	Hours
SMGT 430	Sport Media Strategies	3
<b>Hours</b>		<b>15</b>
<b>Second Semester</b>		
SETM 499	Internship in Sport & Hospitality	3
SMGT 410	Sport Marketing	3
STCO 348	Strategic Social Media	3
Elective		3
Elective		3
Elective		1
<b>Hours</b>		<b>16</b>
<b>Total Hours</b>		<b>120-123</b>

<sup>1</sup> Refer to the list of approved general education electives at [www.liberty.edu/gened](http://www.liberty.edu/gened) before enrolling in foundational skills requirements

<sup>2</sup> Choose any ECON course (ECON 110 or higher)