



**SOUTH DAKOTA BOARD OF REGENTS  
ACADEMIC AFFAIRS FORMS**

**Substantive Program Modification Form**

Use this form to request minor changes in existing programs (majors, minors, certificates, or specializations).

<b>UNIVERSITY:</b>	NSU
<b>CURRENT PROGRAM TITLE:</b>	<b>Sport Marketing &amp; Administration (BS)</b>
<b>CIP CODE:</b>	<b>310504</b>
<b>UNIVERSITY DEPARTMENT:</b>	<b>Health &amp; Physical Education</b>
<b>BANNER DEPARTMENT CODE:</b>	<b>NHPE</b>
<b>UNIVERSITY DIVISION:</b>	<b>College of Professional Studies/School of Education</b>
<b>BANNER DIVISION CODE:</b>	<b>5E</b>

**University Approval**

*To the Board of Regents and the Executive Director: I certify that I have read this proposal, that I believe it to be accurate, and that it has been evaluated and approved as provided by university policy.*

*Michael Werow*

Vice President of Academic Affairs or  
President of the University

4/15/2021

Date

**1. This modification addresses a change in (place an "X" in the appropriate box):**

- |  |  |
|--|--|
| <input checked="" type="checkbox"/> Total credits required within the discipline | <input type="checkbox"/> Total credits of supportive course work       |
| <input type="checkbox"/> Total credits of elective course work                   | <input checked="" type="checkbox"/> Total credits required for program |
| <input type="checkbox"/> Program name  | <input type="checkbox"/> Existing specialization                       |
| <input type="checkbox"/> CIP Code  | <input type="checkbox"/> Other (explain below)                         |

**2. Effective date of change: 8/1/2021**

**3. Program Degree Level (place an "X" in the appropriate box):**

Associate  Bachelor's  Master's  Doctoral

**4. Category (place an "X" in the appropriate box):**

Certificate  Specialization  Minor  Major

**5. If a name change is proposed, the change will occur (place an “X” in the appropriate box):**

- On the effective date for all students
- On the effective date for students new to the program (enrolled students will graduate from existing program)

**Proposed new name:** \_\_\_\_\_

*Reminder: Name changes may require updating related articulation agreements, site approvals, etc.*

**6. Primary Aspects of the Modification (add lines or adjust cell size as needed):**

Existing Curriculum				Proposed Curriculum (highlight changes)			
Pref.	Num.	Title	Cr. Hrs.	Pref.	Num.	Title	Cr. Hrs.
ACCT	210	Principles of Accounting I	3				
BADM	350	Legal Environment of Business	3				
BADM	360	Organization and Management	3				
BADM	370	Marketing	3				
BADM	457	Business Ethics	3				
				PE	180	Foundations of HPER/A	2
PE	183	Introduction to Sport Marketing and Administration	2	PE	183	Professional Communications in HPER/A	3
				PE	334	Behavioral and Social Science Issues in HPER/A	3
				PE	379	Sport for Individuals with Disability	3
PE	395	Practicum	3	PE	395	PE 395 - Practicum	3
PE	411	Sport Marketing	3	PE	411/511	Sport Marketing	3
PE	412	Financial Aspects of Sport	3	PE	412/512	Financial Aspects of Sport	3
				PE	413/513	Sport Administration Colloquium	3
PE	414	Law and Ethics	3	PE	414/514	Law & Ethics	3
PE	440	Organization and Administration of HPER/A	3	PE	440	Organization and Administration of HPER/A	3
PE	453	Sport Psychology	3				
PE	456	Social Aspects of Sport	3	PE	456/556	Global Aspects of Sport	3
				PE	457/557	Psychology of Human Performance	3
PE	459	Introduction to Research Methods	2	PE	459	Introduction to Research Methods	3
				PE	467/567	Event Planning & Program Development	3
PE	496	Field Experience	6	PE	496	Field Experience	3

IDL	190	Seminar 1	2	IDL	190	Seminar	2
<b>Marketing (Choose 2)</b>			<b>6</b>				
BADM	334	Small Business Management	3				
BADM	336	Entrepreneurship I	3				
BADM	372	Advertising	3				
BADM	471	Marketing Management	3				
BADM	432	Customer Relationship Management	3				
BADM	475	Consumer Behavior	3				
BADM	476	Marketing Research	3				
				<b>Business Finance (Choose 2)</b>			<b>6</b>
				ACCT	210	Principles of Accounting I	3
				ACCT	211	Principles of Accounting II	3
				ECON	201	Principles of Microeconomics	3
				ECON	202	Principles of Macroeconomics	3
<b>HPE</b>			<b>6</b>				
HLTH	320	Community Health	3				
HLTH	240	Health and Fitness for Older Adults	3				
PE	334	Behavioral and Social Science Issues in Physical Education	2				
PE	355	Philosophies, Concepts, and Contemporary Issues in Coaching	3				
PE	457	Exercise Psychology	3				
<b>Coaching Classes maximum of 2 credits</b>							
PE	469	Coaching Baseball/Softball	1				
PE	470	Coaching Basketball	1				
PE	471	Coaching Football	1				
PE	473	Coaching Track and Field/Cross Country	1				
PE	474	Coaching Wrestling	1				
PE	475	Coaching Volleyball	1				
PE	477	Coaching Soccer	1				
				<b>Business Marketing (Choose 2)</b>			<b>6</b>
				BADM	370	Marketing	3
				BADM	372	Advertising	3
				BADM	471	Marketing Management	3
				BADM	475	Consumer Behavior	3
				BADM	476	Marketing Research	3
				<b>Business Administration (Choose 2)</b>			<b>6</b>
				BADM	334	Small Business Management	3
				BADM	336	Entrepreneurship I	3
				BADM	350	Legal Environment of Business	3
				BADM	360	Organization and Management	3

				BADM	432	Customer Relationship Management	3
				BADM	457	Business Ethics	3
Total number of hours required for major, minor, or specialization		60		Total number of hours required for major, minor, or specialization			64
Total number of hours required for degree		120		Total number of hours required for degree			120

### 7. Explanation of the Change:

The larger goal of the HPE department sport marketing and administration program is to prepare students for graduate school or careers in sport/athletics industry. These changes have more of a sport business focus. Additionally, the program is considering accreditation by Commission on Sport Management Accreditation (COSMA). The core requirements align with the accreditation standards of COSMA (see Table below).<sup>i</sup> The business electives enhance the COSMA principles for undergraduate curriculum. The field of sport marketing & administration is growing. Sport policy has captured the interest of state and federal governments. It is only a matter of time before a COSMA accreditation is necessary.

**Table 1: Summary of Common Professional Component Activity for COSMA**

(Contact Hours)

CPC AREAS	FOUN	MC	G&P	INTL	OP	MAR	COM	FIN & ECO	LEG	ETH	DIV	TECH	INT/EXP	CAP	TOTALS
CORE COURSES	A	B1	B2	B3	C1	C2	C3	C4	D1	D2	D3	D4	E1	E2	
PE 180	90														90
PE 183							135								135
PE 334	65										70				135
PE 379				30	30						75				135
PE 395													150		150
PE 411						135									135
PE 412								135							135
PE 413														135	135
PE 414									65	70					135
PE 440		70	65												135
PE 456			40	60							35				135
PE 457	65						35				35				135
PE 459	35									50		50			135
PE 467		35			100										135
PE 496													150		150
<b>TOTALS</b>	<b>255</b>	<b>105</b>	<b>105</b>	<b>90</b>	<b>130</b>	<b>135</b>	<b>170</b>	<b>135</b>	<b>65</b>	<b>120</b>	<b>210</b>	<b>50</b>	<b>300</b>	<b>135</b>	

Note: The normal range for the contact hour totals for an individual course is 50-65 in a semester program, although for some integrative courses, the total may be higher. The normal range for the contact hour totals for an individual CPC area is from approximately 15 to over 100 in a semester program. In both cases, the assumption involves three-hour courses with 45 class contact hours during a semester. This matrix is an excellent way to review the academic content of a degree program.

<b>Abbreviation</b>	<b>Meaning</b>	<b>Definition</b>
FOUN	Historical, Sociological, Psychological Foundations of Sport	
MC	Management Concepts	Includes <u>planning, organizing, leading, evaluating, controlling, strategic planning and decision-making.</u>
G&P	Governance & Policy	Methods of oversight for and control over sports and recreation programs in schools and communities, both <u>nationally and internationally</u>
INTL	International Sport	A <u>global perspective is critical for a complete understanding of sport management.</u>
OP	Sport Operations	Includes event and facility/venue operations from one game to a multi-day international event. Activities include, but are not limited to: strategic planning, emergency management, ticketing, concessions, transportation, crowd management, parking and coordination of dignitaries.
MAR	Sport Marketing	Includes promotions, sales, fundraising, advertising, branding and sponsorship. Strategies need to be created for individuals, teams and/or events, depending on the marketing needs and projections.
COM	Sport Communications	Includes fostering two-way communication with key stakeholders. Such communications include, but are not limited to: social media, all aspects of media guides, press releases, websites, statistical archives, record keeping and <u>game-day obligations</u>
FIN & ECO	Sport Finance/Economics	Includes budget management and financial forecasting with foundations in principles of budgeting (capital, master, departmental, line-item, zero-based, etc.), financial statements, basic accounting principles, public vs. private sources of revenue, budget reallocation and economic impact statements.
LEG	Legal Aspects	Foundation of knowledge ranging from understanding day-to-day contracts for sports participation to multi-billion dollar contracts. Negligence, risk identification, mitigation and constitutional protection.
ETH	Ethical issues	Includes critical ethical areas of the day such as the use of performance enhancing drugs, gambling and sports agents.
DIV	Diversity issues	Through its curricular activities, the sport management academic unit should ensure that students possess the knowledge, skills and experiences needed to understand and deal effectively with diversity in a diverse sport environment.
TECH	Technological Advances in Sport	Technological advancements such as web streaming, instant replay for officials, injury rehabilitation and social media <u>in addition to uses of technology in the classroom to enhance and stimulate learning.</u>
INT/EXP	Internship/Practical/Experiential Learning	An experience that enables students to work for a sports organization, or in a sports-related office to gain useful, relevant experience for a career in the sports field.
CAP	Capstone Experience	An experience such as a thesis, project, comprehensive examination or course that enables a student to demonstrate the capacity to synthesize and apply knowledge.

<sup>i</sup> Commission on Sport Management Accreditation [COSMA]. (2016). Accreditation Principles and Self-Study Preparation Manual. Retrieved from <https://www.cosmaweb.org/accreditation-process.html>