



# Bachelor of Business Administration – Sport Management

## Turn your passion for sports into a business career

You already have enthusiasm for sports and your favorite teams, so why not put that interest to work and make an impact on the industry?

The business-focused sport management degree at Davenport gives you the flexibility to land a career in sport management or put your Bachelor of Business Administration to work in any industry — sports-related or not.

The program will expose you to the legal, regulatory, marketing and operational aspects of the business, as well as selling tickets and sponsorships. In addition, the sport management degree requires two built-in internships, where you'll gain real-world experience at any level, from pro to local high school teams, and make connections that lead to fulfilling careers.

Throughout your courses, which you can take online or in person, you'll study the global sports industry, advertising, special event operations, esports, sponsorship, facility management, sports analytics, law and sports governance. You'll do all of this in a learning environment that balances textbook theory with real-world sports business application. By combining both theoretical knowledge and applied experience, you'll be well-prepared for a career in the sports industry.

### Experience the Davenport difference:

- **Business-focused sports degree:** Prepare for careers in sport management or other industries through the BBA in sport management.
- **Credit for work experience:** Earn credit toward your sport management degree for work experience in sports, from the high school level to the pros.
- **Industry-informed sports degree:** Receive a relevant sports degree with a program informed by an advisory board of 15 leaders associated with sports in the region.
- **Meet sports leaders:** Network with professional and collegiate sports leaders through guest lectures and field trips to minor and major league venues while making lasting connections that lead to fulfilling careers.



You'll gain 300+ hours of experience in the sports industry through two built-in internships with teams like the Detroit Lions and venues like Little Caesars Arena.



Ranked No. 1 in the nation by Sports Management Degree Guide



Earn your sports degree fully online through our Global Campus



### Want to know more?

Point your smartphone camera to this QR code to visit the program website.

**\$30,223 -  
\$86,782**

Average salary  
range in the U.S.

**Career title examples:**

- Athletic Director
- Sport Facilities Manager
- Sports Events Director
- Ticket and Sales Manager
- Youth Sport Manager
- Sports Marketer
- Coach

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[davenport.edu/sport-management](http://davenport.edu/sport-management)

At Davenport, you can rest assured knowing you're attending one of the best colleges for sport management and receiving a sports degree that prepares you for a variety of careers in sport management and beyond.

As a sport management major, you'll be prepared for a wide range of jobs and leadership positions in organizations and businesses in any industry. With this versatile degree, you can work in marketing, athletic administration, sales, event operations, facility management, community relations, social media and more at any level of sports — from high school to the Detroit Lions. And since you're earning a BBA, you'll also be prepared to work for companies like Amway, Meijer, PepsiCo, Quicken Loans and Steelcase.

That's the benefit of earning your degree from an accredited business school and one of the best colleges for sport management.



To learn more or apply, visit [davenport.edu/sport-management](http://davenport.edu/sport-management)