YOUR TEAM

Are you ready to stop watching from the sidelines and become a leader in one of the world’s biggest and most exciting industries? Then join HPU’s Sport Management Program and learn how to transform your passion for sports into a fulfilling career!

YOUR JOURNEY

Our curriculum is designed to expose students to all facets of the sports world, with an emphasis on developing critical leaders in an ever-changing global industry. Classes offer a unique blend of management, leadership, professional development, and sport sociology education, creating the perfect environment to foster skill development, critical thinking, and innovation. We combine foundational classroom education with real-world opportunities and problems, and we pride ourselves on training the next generation of sport management professionals in an inclusive environment designed to stimulate passion, success, and growth.

YOUR INDUSTRY

HPU Sport Management students are everywhere! Check out the sport organizations below to see where just some of our students went after leaving High Point University.
YOUR FUTURE

Our students have gone on to work for some of the premier sport organizations in the nation, while others have taken their education to the next level at graduate programs around the country. Wherever your path lies, let us help you find it!

YOUR COACHES

Like elite athletes, our students pride themselves on taking ownership of their development, going above the ordinary, and seeking out challenges. With passionate and dedicated faculty to support their growth, our students thrive under pressure and learn to compete in everything they do.

Dr. Jenny Lukow
Associate Professor; Program Chair

Dr. Florian Hemme
Assistant Professor

Dr. Arden Anderson
Assistant Professor
YOUR OPPORTUNITIES

Sport Management Association (SMA)

HPU's Sport Management Association consists of motivated students seeking to enhance and transform their undergraduate Sport Management experience. Members of this highly engaged group are provided extracurricular opportunities to learn skills that will aid them in their future careers, network with industry professionals, and stand out from their peers.

Women Leaders in Sport (WLS)

The Women Leaders in Sport club is designed to serve as a resource for all women in the SMG major and minor. The club will bring the women in the SMG program together for conversation, mentorship, support, education, and learning as they discuss current issues and challenges they might experience in the industry. The club fosters professional growth and engagement through the use of guest speakers, webinars, books, podcasts, and more.

Center for Applied Sport Management Research (CASMR)

High Point University’s Center for Applied Sport Management Research represents HPU’s latest innovation in bringing together sport management theory and practice. Connecting students interested in the study of sports and athletics management with experienced faculty, CASMR provides opportunities for interdisciplinary skill development, education, and training. CASMR conducts and disseminates research, and serves as a think tank and resource for sport industry leaders. Participating students either collaborate with faculty on current research projects or bring in their own research ideas.

Industry Insights Series

Modeled after popular podcasts like The Tim Ferris Show or Impact Theory, our Industry Insights series seeks to bring sport industry leaders from around the nation – and the globe – to High Point. Guests will speak with Dr. Hemme using an informal Q&A format and students will be invited to attend the tapings of these conversations. Sport management experts unable to travel to our campus will be interviewed using Skype, FaceTime or other teleconferencing software. Our goal is to develop a repository of information useful for our students and others interested in the sport industry and to bring valuable insights into career success, personal achievement, and professional excellence to the world. You can always find the latest episodes here: https://itunes.apple.com/us/podcast/sport-management-industry-insight-series/id1438243970
**YOUR CLASSES**

**Major Requirements:** 50 credits  
**University Core Requirements:** 50 credits  
**Electives:** 28 credits  
**TOTAL:** 128 credits

**COM Required Courses (6 credit hours):**  
COM1110: Human Communication  
COM1113: Graphic Software Packages (2 credits)

**Major Required Courses (44 credit hours):**  
SMG1010: Introduction to Sport Management  
SMG1020: Professional Development in Sport Management  
SMG2100: Sport Marketing  
SMG2300: Sport Finance  
SMG3010: Organizational Behavior in Sport Organizations  
SMG3020: Sport in Society  
SMG3030: Gender Issues in Sport  
SMG3040: Sport Law  
SMG4100: Strategic Management of Sport Organizations  
SMG4200: Sports Executive Boardroom Experience  
SMG4811: Sport Management Internship

**WE ALSO OFFER A MINOR!**

“It’s about being the very best you can be. Nothing else matters as long as you’re working and striving to be your best. Always compete. It’s truly that simple. Find the way to do your best. Compete in everything you do.”  
— Pete Carroll
Dallas Mavericks' Chief Executive Officer Cynt Marshall joined HPU as Sports Executive in Residence in 2019.

Marshall has been CEO of the Dallas Mavericks since May 2018. Before joining the professional basketball team, Marshall served various roles at AT&T. She started in 1981 as senior vice president and executive director and continued to work in that position for 25 years. While serving in that role, she was named president of AT&T North Carolina. For about five years, she served as the company's senior vice president of human resources and chief diversity officer. In that role, she was responsible for developing and implementing the company's people strategy. She worked on internal client management for 245,000 employees around the world. She was charged with succession planning, performance development, leadership development and talent management, among other duties.

QUESTIONS?

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http://www.highpoint.edu/sportmanagement/

www.instagram.com/hpusportmanagement