

Program Information

College:	Michael J. Coles College of Business
Department:	Marketing and Professional Sales – Undergraduate
Program:	Sports and Entertainment Marketing, Minor

Program Student Learning Outcomes

Upon completion of this degree from KSU, students will be able to:

1. Apply fundamental marketing concepts to the sport and/or entertainment industry and understand the unique sport/entertainment product markets.
2. Apply sales techniques for sports/entertainment products.
3. Understand finance as a critical component of many sport/entertainment industries and analyze financial decision-making tools.
4. Understand how to access, critique and evaluate academic research in the sport/entertainment business field and be able to integrate it into their profession.