Liberal Studies; Bachelor of Science Degree, Sports Management Concentration

Program Outcomes

1. Students graduating from Clarion University with a BS LS Degree in Sports Management will be able to develop a comprehensive plan for a sport team that includes basic sport management elements such as a marketing strategy, promotional materials, game day management, personnel management, budget planning, risk management, and equipment management.

2. Students graduating from Clarion University with a BS LS Degree in Sports Management will be able to design a marketing and promotional plan for a competitive sport season that will result in increased attendance at the competition/event.

3. Students graduating from Clarion University with a BS LS Degree in Sports Management will be able to publicly communicate a marketing and promotional plan to a group of people.

4. Students graduating from Clarion University with a BS LS Degree in Sports Management will be able to identify career opportunities in sport management and provide strategies for pursuing employment.