

**Texas A&M University**

**Marketable Skills**

Program:	Sport Management
Degree:	BS
Department:	HLKN
Contact Name:	Rhonda Rahn
Contact Phone:	979-845-1471

<b>Outcome</b>	<b>Apply effective management skills relevant to the sport industry</b>
Marketable Skills	<ul style="list-style-type: none"> <li>• Managerial knowledge within all facets of the sport world (e.g., operations, pro sports, collegiate sports, youth sports, media, fitness).</li> <li>• Apply basic principles of facility, financial, and event management.</li> <li>• Explain key concepts and processes used in public and sport business administration.</li> <li>• Compare public policy and business procedures across regions and cultures in relation to the sport industry.</li> </ul>

<b>Outcome</b>	<b>Apply effective marketing skills relevant to the sport industry.</b>
Marketable Skills	<ul style="list-style-type: none"> <li>• Marketing knowledge within all facets of the sport world (e.g., pro sports, collegiate sports, youth sports, sponsorship, marketing)</li> <li>• Sales knowledge relevant to the sport world including (strategy, revenue generation, sponsorship)</li> </ul>

<b>Outcome</b>	<b>Solve fundamental sport management problems using critical thinking skills, techniques, and tools.</b>
Marketable Skills	<ul style="list-style-type: none"> <li>• Develop problems statements with a forward thinking approach</li> <li>• Solve fundamental sport management problems using appropriate techniques and tools.</li> <li>• Demonstrate the ability to analyze, interpret, evaluate, and reflect critically using the inquiry process to develop reasoned positions.</li> </ul>

<b>Outcome</b>	<b>Develop effective communication skills to explain concepts to both sport and non-sport audiences.</b>
Marketable Skills	<ul style="list-style-type: none"> <li>• Communicate clearly and effectively through verbal, written, and visual means to promote understanding by both sport and non-sport audiences.</li> </ul>

<b>Outcome</b>	<b>Practice the professional and ethical responsibilities of a sport manager.</b>
Marketable Skills	<ul style="list-style-type: none"> <li>• Explain the professional and ethical responsibilities of a sport manager.</li> <li>• Determine an appropriate course of action in a situation using codes of ethics.</li> </ul>

<b>Outcome</b>	<b>Incorporate global sport management perspective n decision making.</b>
Marketable Skills	<ul style="list-style-type: none"> <li>• Recognize and incorporate global understanding, including: understanding other cultures and how they can influence decisions, and consideration of diverse perspectives.</li> </ul>

<b>Outcome</b>	<b>Develop skills and mindset necessary to engage in lifelong learning.</b>
Marketable Skills	<ul style="list-style-type: none"> <li>• Initiate a discussion which generates a genuine curiosity about current topics within the sport world, which leads them gain further knowledge.</li> <li>• Synthesize understanding from prior knowledge and experience and apply resulting new approaches to academic and professional growth.</li> </ul>

<b>Outcome</b>	<b>Demonstrate leadership skills</b>
Marketable Skills	<ul style="list-style-type: none"> <li>• Apply leadership principles to direct the efforts of a group.</li> <li>• Create and establish relationships with a team/organization mindset.</li> <li>• Create and establish relationships thinking of others first.</li> </ul>