Sports Management Programs at American Public University (APU)

These programs at APU study the social contexts of sport in historical and modern society, fundamentals of the sports industry, and specific focuses in sports law, marketing, promotion, public relations, finance, and economics. Students may pursue a career in the disciplines of sport coaching, sport management, or athletic administration.

**Bachelor of Science in Sports Management:** 122 semester hours (40 courses)

Courses include:

- Athletic Programs Administration
- Contemporary and Social Issues in Sports
- Ethics in Sports
- Sports Finance
- Sports Management Foundations
- Sports Marketing

**Master of Science in Sports Management:** 36 semester hours (12 courses)

In addition to a general concentration, concentrations are offered in:

- Coaching Theory and Strategy
- Sports Administration
- Sports Broadcasting
- Sport Governance and Policy Development
- Techniques in Coaching Strategy

**Graduate Academic Certificates:** 18 semester hours (6 courses)

- Athletic Administration
- Sports Management