



SPORT BUSINESS

The demands of the ever evolving and increasingly sophisticated multi-billion dollar global sport industry call for professionals who have strong academic business credentials paired with strategic work experiences in sport organizations. The program teaches students the fundamentals of business — economics, marketing, media, management, ethics, finance, law and technology — through the lens of sport. Elective credits allow students to explore more specific areas of interest or pursue a minor in the areas that advance their goals.

DEGREE OPTIONS

- BS in Business Administration – Major in Sport Business
- BS in Business Administration/MBA
- Minor in Sport Management

COURSEWORK

- | | |
|---|--|
| • Sports and the Law | • Sport Economics |
| • Business of Sports Media | • Sport Ticket Sales |
| • NCAA Compliance | • Sport Agents and Labor Relations |
| • Sports Facility Planning and Management | • Sports Marketing, Promotion and Public Relations |

CAREER OUTLOOK

Graduates with a degree in sport business will be ready for a wide range of sport-related professions. They are uniquely qualified for work in athletics administration, community relations, finance, fundraising, media relations, marketing, operations, player development and sales. The degree also provides a strong foundation for students to pursue graduate study in a range of fields, among them business administration, law and marketing.



**AVERAGE CO-OP
HOURLY PAY**

\$15



**TOP CO-OP
EMPLOYERS**

Lancaster Barnstormers
Metro Esports
REP 1 Sports



**AVERAGE
STARTING SALARY**
\$59,965

CONTACT US

Sport Business:

JOEL MAXCY, PHD

Department Head, Sport Business and General Business
3220 Market St., Office 536 | Philadelphia, PA 19104
215.895.2351 | jgm77@drexel.edu

Undergraduate Programs & Recruitment:

CHRISTIAN MAXEY

Assistant Director, Undergraduate Programs & Recruitment
3220 Market St., Office 335 | Philadelphia, PA 19104
215.895.2424 | cjm455@drexel.edu



DREXEL UNIVERSITY
LeBow
College of Business

LOCATION

We teach the business of sport in the center of Philadelphia, one of the most passionate sports cities in America. Our central location between Boston and Washington D.C. enables easy access to hundreds of professional sports teams, intercollegiate sports programs, sport marketing, media, law and event management firms.

CO-OP

Through the Drexel co-op program, you'll find a wide array of choices to work with professional sport teams; sport governing bodies; college sport programs; foundations, halls of fame, and conferences; media organizations; sport marketing firms; and sport arenas and venues. Co-op experiences are available locally, nationally or internationally with a variety of organizations.

With the support and guidance of a diverse and experienced faculty, students can explore all facets of the industry and build an extensive resume while they study, and get more than a foot in the door to this exclusive industry before graduation.

DREXEL STUDENTS ON CO-OP EXPERIENCES

“ While on co-op, I was able to work in many different locations and work environments. Being in contact with several people in the industry has really given me a strong base, where I can grow as a person, a worker and now a colleague. My co-op experience has allowed me to really create my personal network for the future.

Chris Hagen, *BS Sport Business '20*

.....

EMPLOYERS ON DREXEL STUDENTS

“ Dylan is easily one of the hardest working co-ops who I have ever had the pleasure of working with. He is extremely respectful, reliable, efficient and organized — everyone trusted him with projects to get them done and do them well.

Tyler Petropulos, *Red Sox Foundation*