



College of Arts and Sciences

Kinesiology Department

Bachelor of Science in Sports Management

The following Program Learning Outcomes have been established by Evangel faculty to define the areas of knowledge and skills that students graduating from this major degree program should have developed. At the conclusion of this program, students will be able to:

1. Describe how sport is a medium for integrating gender issues, ethnic and religious diversity, and social behavior.
2. Identify and understand the concepts of strategic planning, resource allocation, and leadership theory of a variety of sport organizations.
3. Describe and apply sport marketing principles to construct a marketing plan for a local sport entity.
4. Describe the concept and creation of an event including the process of sponsorship solicitation, event staffing, and selection of event location.
5. Identify the various types of sport facilities and describe effective management procedures.