SPORTS MANAGEMENT

OC.EDU

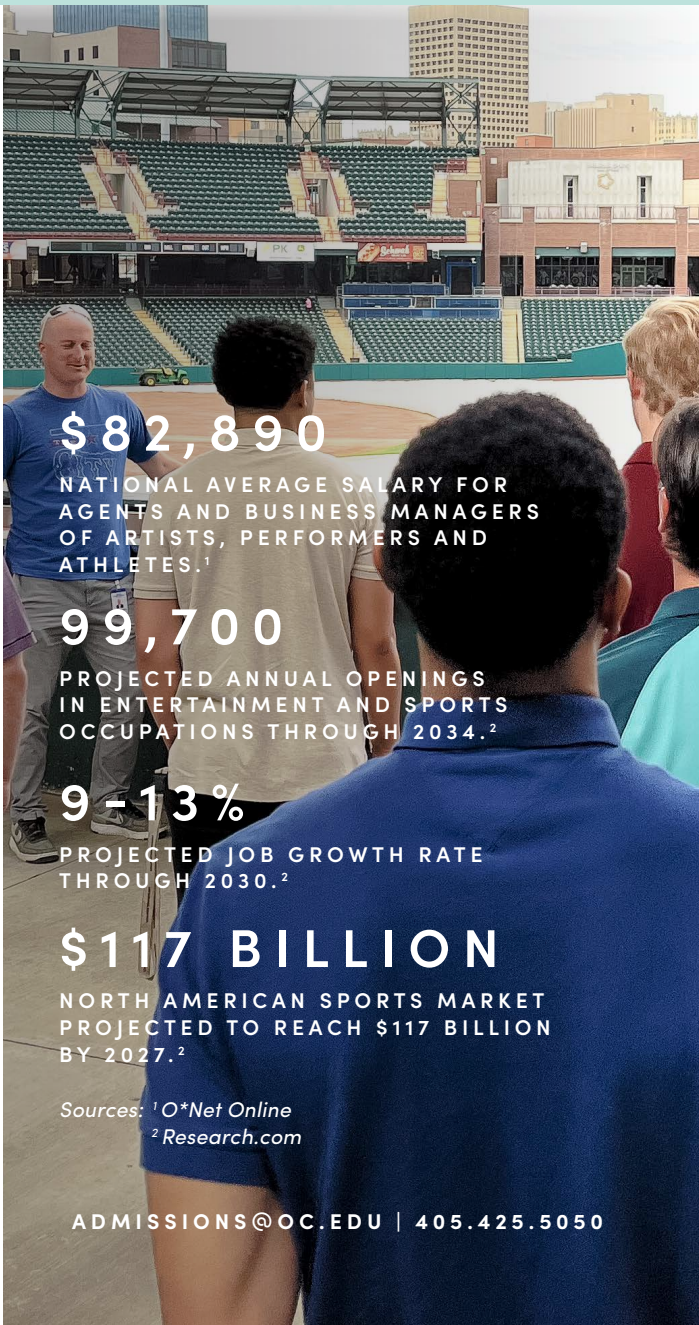
OKLAHOMA CHRISTIAN UNIVERSITY

THE BUSINESS OF SPORTS

A Sports Management degree from Oklahoma Christian University provides a strong foundation in sports business, event management, marketing and organizational leadership. You'll learn how athletic programs, sports organizations and businesses create memorable experiences, engage fans and operate successfully behind the scenes. With experienced faculty, practical learning opportunities and a focus on ethical leadership rooted in a Christian worldview, you'll graduate prepared to make a meaningful impact in the world of sports.

GRADUATES OF THE SPORTS MANAGEMENT PROGRAM

- Lead Teams - Develop the leadership and management skills needed to succeed in the sports industry.
- Create Memorable Experiences - Learn how athletic organizations engage fans through events, promotions and community outreach.
- Understand the Business of Sports - Gain knowledge in marketing, finance, operations and organizational leadership.
- Communicate with Confidence - Build professional communication and relationship-building skills that inspire teams and communities.
- Think Strategically - Apply AI to solve problems and make informed decisions in a fast-paced, ever-changing industry.
- Gain Real-World Experience - Apply classroom knowledge through internships and hands-on learning opportunities.
- Lead with Integrity - Make ethical decisions through a Christian worldview.



$82,890

NATIONAL AVERAGE SALARY FOR AGENTS AND BUSINESS MANAGERS OF ARTISTS, PERFORMERS AND ATHLETES.[1]

99,700

PROJECTED ANNUAL OPENINGS IN ENTERTAINMENT AND SPORTS OCCUPATIONS THROUGH 2034.[2]

9-13%

PROJECTED JOB GROWTH RATE THROUGH 2030.[2]

$117 BILLION

NORTH AMERICAN SPORTS MARKET PROJECTED TO REACH $117 BILLION BY 2027.[2]

*Sources: [1] O*Net Online*
[2] Research.com

ADMISSIONS@OC.EDU | 405.425.5050

WHY OC? WHY OKC?

At OC, Sports Management students receive a Christ-centered education, personal faculty mentorship and learning opportunities that prepare them for careers in the sports industry. Located just 10 minutes from downtown Oklahoma City, our campus provides access to internships, networking opportunities and career pathways with professional sports organizations, collegiate athletics departments and event management companies. As home to the Oklahoma City Thunder, Oklahoma City Comets, Oklahoma City Spark and a growing sports community, OKC provides students with valuable opportunities to gain real-world experience before graduation.

2028
OLYMPIC GAMES
HOST CITY FOR 2028
OLYMPIC SOFTBALL AND
CANOE SLALOM EVENTS.

ACBSP
ACCREDITED
PROGRAM.

FOUR
PROFESSIONAL SPORTS
TEAMS IN OKC.

USA SOFTBALL
NATIONAL HEADQUARTERS
LOCATED IN OKLAHOMA CITY.

TOP 15
BEST BIG CITIES TO LIVE.*

*SOURCE: *U.S. NEWS & WORLD REPORT*



WHERE CAN THIS DEGREE TAKE YOU?

PROFESSIONAL & COLLEGIATE ATHLETICS
- Athletic Director
- Sports Information Director
- Athletics Operations Coordinator
- Athletic Facilities Manager
- Compliance Coordinator
- NIL Program Coordinator

SPORTS MARKETING & PARTNERSHIPS
- Sports Marketing Coordinator
- Corporate Partnerships Manager
- Sponsorship Manager
- NIL Coordinator
- Athlete Brand Manager

SALES & FAN ENGAGEMENT
- Ticket Sales Manager
- Account Executive
- Fan Engagement Manager
- Community Relations Manager
- Business Development Manager

RECREATION & COMMUNITY SPORTS
- Parks & Recreation Director
- Recreation Program Manager
- Youth Sports Director
- Sports Camp Director
- Community Sports Coordinator

EVENT & FACILITY MANAGEMENT
- Event Manager
- Sports Event Coordinator
- Tournament Director
- Venue Operations Manager
- Facility Manager

WHERE SOME OF OUR ALUMNI ARE WORKING

- Oklahoma City Thunder
- USA Softball
- OKC Comets Baseball
- Paycom
- KFOR
- Oklahoma Christian University
- Oklahoma City Golf and Country Club
- PMG Marketing
- VI Marketing & Branding
- High Five Media
- CarterPulse
- Rising Media
- Edmond Area Chamber of Commerce
- Love's Travel Stops & Country Store
- American Fidelity

FACULTY
DR. WES MCKINZIE
ASSISTANT PROFESSOR OF
BUSINESS
DBA

SCAN TO
LEARN
MORE

ACBSP ACCREDITED PROGRAM