Fitness and Sport Management

The fitness and sport fields have become dynamic growth industries and are recognized as multi-billion dollar global enterprises. The Fitness and Sport Management Certificate is designed to prepare individuals to apply business, coaching, and physical education principles to the organization, administration, and management of athletic programs and teams, fitness/rehabilitation facilities and health clubs, sport recreation services, and related services. The program includes instruction in program planning and development; business and financial management principles; sales, marketing and recruitment; event promotion, scheduling and management; facilities management; public relations; the psychology of sport and exercise, and legal aspects of sports. Depending on their specific interests, professionals in this field can do anything from managing a local gym, fitness studio, or sports camp. They may work in a college or professional sport venue and manage facilities, operations, and assist with marketing and social media. It is possible to complete this certificate in one calendar year. The curriculum has been designed to equip the student with the background, both theoretical and practical, to pursue an entry-level job managing and promoting both fitness and sport organizations.

To acquire the **Certificate of Achievement in Fitness and Sport Management**, it is necessary to complete the following courses:

Required Courses	Units	N	IP	C
KIN 110 Introduction to Fitness and Sport Management	**3**			
KIN 159 Leadership in Sport	**3**			
KIN 120 Sports Law and Ethics	**3**			
KIN 188 Theory of Coaching	**3**			
KIN 195 Sport and Society	**3**			
KIN 170 Sport and Exercise Psychology	**3**			
Total units needed for Certificate of Achievement	**18**			
Units Completed				
*Prerequisite/Corequisite				