

## BACHELOR OF SCIENCE SPORT MANAGEMENT

(SPORT MARKETING CONCENTRATION)

### Bachelor of Science SPORT MANAGEMENT (SPORT MARKETING CONCENTRATION)

#### AT A GLANCE

- ✓ 121 credit hours
- ✓ 3 year option
- ✓ Career-focused curriculum
- ✓ Internships
- ✓ Leadership development

#### KEY COURSES

- Sport Information and Public Relations
- Sport Facility Management
- Sport Marketing Management
- Athletic Administration
- Sport Finance
- Leadership and Ethics in Sport Management

#### PROFESSORS WHO ARE EXPERTS IN THEIR FIELD

**DONALD CRAGEN, D.S.M.**  
Professor of Sport Management and H.  
Allen Ryan School of Business Chair

**GREG KING, ED.D.**  
Professor of Sport Management

#### Why Sport Management (Sport Marketing Concentration) at Thomas College?

As a sports fan, you probably know a thing or two about loyalty. Our Sport Marketing degree is all about understanding why people are loyal to teams, events, and athletes—and how that affinity can be used in ethical, innovative ways to move the business of sport management forward. The Thomas College Sport Management degree offers a concentrated course of study in marketing, preparing you for a career in the third-largest industry in the nation.



#### FULL LIST OF BUSINESS MAJORS:



## 130 Years

Of preparing  
students  
to enter a  
business field

#### PREPARE FOR A CAREER IN:

- Advertising
- Event Management
- Promotion and Sponsorship Management
- Philanthropy
- Social Marketing and Media



207-859-1101



admiss@thomas.edu



thomas.edu

# DO YOU WANT GUARANTEED RESULTS?

Thomas College has a one-of-a-kind Guaranteed Job Program™. We're so confident in the relevance of our student's education that we can guarantee they will find a job within six months of graduation.

## HOW TO APPLY

### 1. SUBMIT YOUR APPLICATION:

Common Application or  
Thomas College Application.

### 2. PROVIDE SUPPORTING DOCUMENTATION:

- ✓ Official High School Transcript
- ✓ Letter of Recommendation  
(1 required, 2 suggested)
- ✓ College Essay and SAT and / or ACT  
(optional)

### 3. BEGIN THE FINANCIAL AID PROCESS:

With your application to Thomas College, we'll automatically consider you for generous merit-based scholarships. Students seeking financial assistance other than merit-based scholarships should file a Free Application for Federal Student Aid (FAFSA).

## AFTER YOU APPLY

Check your admission status. We'll notify you of our decision by **December 31** if you apply by **December 15**, or within about two weeks of receiving your application. If you've already been accepted to Thomas College, pay your deposit.



"From the relevant course work to the internship requirement to the connections with the professors, I have no doubt that Thomas was the right choice for me and is the reason that I am where I am today."

**TOM BLAKE '15**

## COSTS & FINANCIAL AID 2023-2024

**Tuition and Fees:**  
**\$30,896**

**Housing and Food:**  
**\$13,678**



### QUESTIONS?

We can help you with questions, setting up a visit, or how to apply.



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