

MINOR IN SPORTS AND ENTERTAINMENT MANAGEMENT

Applied knowledge in business strategy, analytics, customer service, negotiations, and event and venue management.

RIT | Saunders College of
Business

Curriculum that sets RIT students apart:

HSPT 420 Contemporary Issues in Sports and Entertainment Management

Examine current issues within the sports and entertainment industries.

HSPT 375 Customer Experience Management

Learn techniques used for diagnosis, measurement, and continuous improvement of successful customer experience.

Select one of the following:

MKTG 360 Professional Selling

MKTG 365 Marketing Analytics

These courses combined with a broad array of complementary electives to round out this minor.

Gain knowledge and practical insights to understand, lead and manage in these dynamic fields. Applied experiential learning opportunities also available!

Saunders students can schedule a meeting with your academic advisor to declare a minor in sports and entertainment management! Non-Saunders students can reach out to Peter Rosenthal at prosenthal@saunders.rit.edu.



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This new minor prepares our students to lead and manage in the sports and entertainment management industries,” said **Dean Jacqueline Mozrall**. “The program produces business professionals with the skills to deliver and manage highly effective experiences for consumers as well as employees across an incredibly broad range of enterprises—from major league sporting events to wine-tasting festivals to the Olympics and Broadway venues. The opportunities and needs in these arenas are endless.

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International Hospitality & Service Innovation Department

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