

THE BUSINESS OF SPORTS



Learn the bedrock of sports on the campus of one of the most well-known athletics brands around.

What's it like to be in sports business?

The Price College sports business degree is the only program of its kind in the Big 12 and Southeastern Athletics Conference offered by a business school.

As a sports business professional, you'll have a solid understanding of sports finance, marketing, management information systems and accounting programs. You can enter a number of areas within the field, including licensing, corporate relations, development, collegiate administration, marketing and more.

Why choose OU's Price College of Business?

Mentorship and internships: The Price College sports business program has strong relationships and connects students to internship opportunities with the X Games, PGA, Oklahoma City Dodgers, Oklahoma City Thunder, Learfield Sports, OU Athletics and more.

Unique learning opportunities: Take our first-of-its kind sports leadership course focusing on emotional and cultural intelligence. You can also gain a well-rounded understanding of sports history, heritage and influence within cultures around the world by enrolling in study abroad programs in London, South Africa or Japan.

Why work in sports?

Sports industries' largest revenue streams are expected to earn a combined gross domestic product of \$1.5 trillion by 2030.

What Price College Sports Business grads do

- Business Analyst
- Tournament Manager
- Partnership Activation
- Ticket Sales
- Operations Coordinator

Where Price College Sports Business grads work

- Texas Rangers
- Chicago Cubs
- Dallas Cowboys
- Nike
- Learfield
- Oklahoma City Thunder

Get connected

Michael F. Price College of Business
307 W Brooks St
Norman, OK 73019
price.ou.edu

Division of Management and
International Studies
Sean Daily, Program Director
Adams Hall, Room 205C
seanfdaly@ou.edu | (405) 325 - 2651

