Does the University of Oregon have an undergraduate program in sports business?

Yes. The Lundquist College of Business at the University of Oregon offers a bachelor's degree program featuring sports business courses and experiential learning opportunities for undergraduate students.

Will I earn a degree in sports management, sports administration, or sports marketing?

No. In this program students earn either a bachelor of science or bachelor of arts degree in business administration. The strength and breadth of a classic business degree is an important differentiator of the program and it positions students more competitively in the job market both within and outside the traditional sports industry.

What classes are offered in the sports business concentration?

There are five courses offered at various times throughout the academic year for undergraduates in the specific functional areas of sports marketing, sports sponsorship, sports product management, sports law, and sports finance.

How do I apply to be admitted into the sports business concentration?

Any undergraduate student who is an admitted business administration or accounting major in the Lundquist College of Business is eligible for the sports business program. There is no additional application process or set of requirements for the sports business program outside of applying to the Lundquist College of Business. Sports Business students self-identify a path of study in the sports business concentration. For information on requirements and application process for the Lundquist College of Business, please visit business.uoregon.edu/ug/apply.

In addition to taking classes, what other programs are offered for sports business students?

The Warsaw Sports Business Club (WSBC) is a student-run organization for students who are interested in pursuing careers in the sports industry. The WSBC is open to any student on campus regardless of major or academic year. The WSBC is a tremendous opportunity to learn about the sports business beginning in a student’s first year on campus. The club hosts guest speakers, takes site visits, operates grassroots sporting events, engages in community service and provides opportunities for student leadership. For more information about the WSBC please visit wsbc.uoregon.edu.

Do I have to be a business major to participate in the Warsaw Sports Business Club?

No. While most club members are on track to pursue and complete a business major, the club welcomes students from all majors on campus. Some students who choose to
attend the University of Oregon for sports business studies develop strong interests in other majors that better meet their professional ambitions and may choose not to pursue a business degree. The Warsaw Sports Business Club has members from other majors, including journalism, advertising, public relations, and economics who all share a strong interest in entering the field of sports business.

What types of jobs do students from the sports business concentration typically enter when they graduate?

Graduating students find jobs in broad and diverse organizations both within the sports industry and beyond, but there are three categories of job opportunities that are most common: team ticket sales within sports franchises, entry-level marketing-support roles within sports product companies, and entry-level account and event support at corporate consulting or event production agencies specializing in sports business. The program at the Lundquist College of Business provides career development support services to all students regardless of industry area of interest.

How is the sports business concentration at the UO different from other programs that are offered by other universities?

The Warsaw Sports Marketing Center is a globally recognized and respected brand within the sports industry. UO students earn a degree in business, which is a broad credential that can serve students in many different ways. UO students are taught by a world-class faculty that blends both academic and industry-practitioner perspectives. The nonclassroom-based experiential learning opportunities, including access to high-level industry guest speakers, are without parallel. And the vibrancy of the program’s alumni network works well to support the development of all students.

What can I do before I am a student at the UO to prepare myself for the concentration and a career in the sports industry?

Students should maximize their opportunities to develop professional skills in the areas of sales, digital marketing, public relations, event planning, finance and accounting, and leadership. Be a captain of your sports team. Sell tickets to a community event. Raise money for your school. Create a website or social media platform for a group you belong to. Write articles. Volunteer. Be a peer leader.

How else can I learn about and get connected with the sports business concentration?

Questions related to admission to the University of Oregon can be directed to the UO Office of Admissions at admissions.uoregon.edu. Questions related to admission to the Lundquist College of Business can be directed to the undergraduate advising office at business.uoregon.edu/ug/apply. You can read more about the Warsaw Sports Marketing Center at business.uoregon.edu/warsaw, and you can follow the center on Twitter (@UOWarsawCenter) or on Facebook.

What else is left to say?

Go Ducks!

business.uoregon.edu/ug/sports-business