

BUSINESS OF COLLEGE ATHLETICS (MINOR)

This program was approved for students entering the university in the Summer 2026-Spring 2027 catalog year. For more information about catalog year, go to Catalog Year Information (<https://catalog.louisville.edu/undergraduate/university-wide-unit-specific-policies/catalog-year/>).

Minor in Business of College Athletics

Unit: College of Education and Human Development (<https://louisville.edu/education/>) (CEHD)

Department: Health and Sport Sciences (<https://louisville.edu/education/departments/hss>)

Academic Plan Code(s): BCA MINOR

To be admitted to the minor, a student must have a minimum cumulative GPA of 2.25.

Program Requirements

Code	Title	Hours
Core Courses		
SPAD 302	NIL in College Athletics	3
SPAD 411	Build Your Brand: NIL Partnerships & Content Creation	3
SPAD 480	Athletics in Higher Education	3
SPAD 490	Senior Seminar in Sport Business	3
Elective Courses		
<i>Complete at least two courses for a total of six credits from the following list:</i>		6
SPAD 333	Field Experience in Sport Administration	
SPAD 345	Sport Communication	
SPAD 383	Sport Marketing	
SPAD 390	Sport Governance	
SPAD 395	Sport Sales and Fundraising	
SPAD 404	Financial Principles in Sport	
SPAD 455	Student Services in College Athletics	
SPAD 489	Legal Aspects of Sport	
Minimum Total Hours		18

Courses must be completed with a minimum grade of C- or higher. A minimum 2.25 cumulative grade point average is required to complete the minor.

At least three (3) semester hours of the requirements for a minor must be successfully completed while enrolled in the University of Louisville.