

From: [Smith, Randy](#)
To: [Samad, Moetiz](#)
Cc: [Sutherland, Sue](#); [Smith, Randy](#); [Reed, Katie](#); [Duffy, Lisa](#); [Hunt, Ryan](#); [Locascio, Pete](#); [Snyder, Anastasia](#); [Porfeli, Erik](#)
Subject: Proposal to establish a Sport Industry undergraduate minor
Date: Thursday, April 23, 2026 8:46:05 AM
Attachments: [image001.png](#)

Moetiz:

The proposal from the Department of Human Sciences to establish a Sport Industry undergraduate minor was approved by the Council on Academic Affairs at its meeting on April 22, 2026. Thank you for attending the meeting to respond to questions/comments.

No additional level of internal review/approval is necessary. This action will be included in the Council's next Annual Activities Report to the University Senate (July 2026).

The Office of the University Registrar will work with you on any implementation issues.

Please keep a copy of this message for your file on the proposal and I will do the same for the file in the Office of Academic Affairs.

If you have any questions please contact the Chair of the Council, Professor Sue Sutherland (.43), or me.

I wish you success with this important program development.

Randy



W. Randy Smith, Ph.D.

Vice Provost for Academic Programs

Office of Academic Affairs

University Square South, 15 E. 15th Avenue, Columbus, OH 43201

614-292-5881 Office

smith.70@osu.edu

Assisted by:

Katie Reed

Executive Assistant

(614) 292-5672



THE OHIO STATE UNIVERSITY

COLLEGE OF
EDUCATION AND HUMAN ECOLOGY

EHE Office of Undergraduate Education

College of Education and Human Ecology

A100 PAES Building

305 Annie & John Glenn Ave

Columbus, OH 43210

Memo

March 11, 2026

To: Randy Smith, Vice Provost of Academic Programs
Katie Reed, Executive Assistant

From: Pete Locascio, Executive Director of Undergraduate Education, EHE

RE: NEW PROGRAM REQUEST: **Sport Industry Undergraduate Minor**, Department of Human Sciences

Please find materials included for a program revision request to establish an undergraduate minor in Sport Industry.

EHE Curriculum Committee approved this proposal on February 26, 2026. If there are any questions, please contact me at Locascio.7@osu.edu.



March 9, 2026

Dr. W. Randy Smith, PhD
Vice Provost for Academic Programs
The Ohio State University

Dear Vice Provost Smith,

I am writing on behalf of the College of Education and Human Ecology's (EHE) Office of Academic Affairs. EHE supports the recent curricular change that was approved by the EHE Curriculum Committee on February 26, 2026:

- Add a new Sports Industry Minor in the Department of Human Sciences

The addition of this new minor will enhance the Sport Industry undergraduate program, build the program portfolio in the Department of Human Sciences and EHE, and offer OSU undergraduate students a new minor program option.

Sincerely yours,

Anastasia R. Snyder, PhD
Associate Dean for Faculty Affairs
College of Education and Human Ecology

February 17, 2026
Pete Locascio
Executive Director of Undergraduate Education
EHE Office of Undergraduate Education

Dear Pete:

I am writing to express my support for the proposed new program request, effective Autumn 2026:

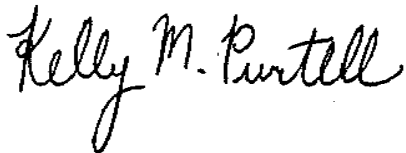
Sport Industry, Minor (15cr)

Proposal: New minor in Sport Industry

Rationale: The Sport Industry major continues to grow in enrollment. There's been a longstanding request to add a Sport Industry minor, however, until recently, we've not had the capacity nor resources to meet enrollment demands. With the hiring of two new faculty, the faculty have strategically developed a minor with specific prerequisites to meet said demands.

Attached you will find the necessary documentation outlining proposal details. Review of and approval from the Sport Industry faculty and the Department of Human Sciences Undergraduate Studies Committee has been obtained. If you have any questions or need additional information, do not hesitate to contact me.

Sincerely,



Kelly Purtell, PhD

Interim Vice Chair, Department of Human Sciences

Scarlet and Gray Associate Professor, Human Development and Family Science
College of Education and Human Ecology
purtell.15@osu.edu



17 January 2026

Dear Sue,

Our Sport Industry / Sport Management faculty are seeking approval to add a new minor. The industry of sport remains embedded in all facets of society and is closely intertwined within the fields of business and communication. Skills in the implementation and oversight of sport has application in the careers of those whose current academic objectives align within the Fisher College of Business and the School of Communication. Many programs across the nation are adding or have already established a Sport Industry Minor to compete with the student demands. From the journalist who has a passion to serving as a writer for their favorite professional team, to the financial advisor working with the local minor league ball club to ensure costs are in order. This minor is intended to provide students the necessary skills, depth, and sport theories to accompany their major academic rigor.

Furthermore, we are requesting the prerequisite for all six courses listed below to be revised to allow students who have identified Sport Industry as their intended Major or Minor studies. This will allow students to enroll in each course with the intention of completing the Minor.

The Tenure Track faculty voted in favor, (3-0) in January 2026, to moving forward with the Sport Industry Minor for undergraduate students.

Rationale:

The minor will require 15 credit hours. Each student will be required to complete 2 identified KNSISM courses and have the option on which additional 3 KNSISM courses they plan to complete based on their interest and needs. The two required courses will cover the skills of: management, leadership, organizational theory, consumer behavior and career readiness. The additional choice courses will provide opportunities for student to complement their major degree from a sport focus with an emphasis in legal aspects of sport, college sport trends, marketing, branding and licensing.

Current Item	Course / Program Request	Effective Term	Quick Rationale
New Minor Sport Industry	Required: (6 Credits) KNSISM 3208 KNSISM 4245	AU 26	Seeing an increased demand for this type of skill set and the merging of career interests, preparedness
	Choose 3: (9 Credits) KNSISM 4607 KNSISM 4411 KNSISM 4509 KNSISM 3550 KNSISM 2250		

If you have any questions or comments, please do not hesitate to contact me. Thank you for the consideration.

Sincerely,

Moetiz Samad

Course Mapping

Course	AU26 Offerings	SP27 Offerings	SU27 Offerings
KNSISM 3208	X (2 in-person sections)	X (2 in-person sections)	
KNSISM 4245	X (2 in-person sections)	X (1 async section)	X (1 async section)
KNSISM 4607	X (2 in-person sections)	X (2 in-person sections)	
KNSISM 4411	X (1 in-person section) X (1 async section)	X (1 in-person section) X (1 async section)	
KNSISM 4509	X (2 in-person sections)	X (2 in-person sections)	X (1 async section)
KNSISM 3550	X (1 in-person section)		
KNSISM 2250		X (1 async section)	X (1 async section)

Course Goals and Assessment Plans

Program Goals:

1. Integrate sport organization and management theories
2. Prepare students for a career within or adjacent to the field of sport
3. Identify skills necessary to strategically position oneself beyond sole major degree requirements and understanding
4. Develop collaborative opportunities for peer learning and sharing across curriculum

Assessment Plan:

KNSISM 3208 – *Sport Industry* – Students will identify and apply critical theories and strategies of sport management techniques. Through individual and group assignments, students will showcase a depth of various functional areas within and adjacent to sport organizations.

KNSISM 4245 – *Sport Leadership and Programming* – Students will be assessed on the values, philosophies and qualities within effective leadership. Furthermore, students will execute a programming plan, budget and analysis of a sport event that they develop and present.

KNSISM 4607 – *Legal Aspects of Sport* – Students will serve as the prosecution or defense in a mock trial experience. Applying classroom content to the courtroom, students will utilize the

critical components of law within sport to assess their knowledge through an experiential learning opportunity.

KNSISM 4411 – *College Sport* – Students will be assessed on their knowledge and understanding of the history of college sport and the complexities of business, decision-making, amateurism and sport within the higher education environment. Students will also present and/or be asked to take-on various case studies to engage in solution-oriented responses to real-life scenarios within the collegiate setting.

KNSISM 4509 – *Sport Marketing and Promotion* – Students will be assessed on the implementations and awareness of marketing techniques within the sport industry. Through various assignments, students will showcase understanding and application of key concepts and material.

KNSISM 3550 – *Entertainment and Brand Licensing* – Students will evaluate licensing opportunities through a product and/or initiative business proposal. Students will identify, develop and pitch a product or training that moves sport forward – with the intention to market, promote, publicize and monetize off of said initiative.

KNSISM 2250 – *Name, Image and Likeness* – Students will further understand the constant movement within policies and legislation related to NIL. They will define key components associated with NIL processes, while analyzing benefits and hurdles associated with the practices. Students will evaluate economic impacts, recruiting dynamics and contractual obligations.

Course Descriptions

Course Number	Course Title	Overview of Course
KNSISM 3208	Sport Industry	Career preparation in sport, while analyzing and understanding sport responsibilities, competencies and organizational structures. Also allows for students to prepare and gather materials for internship, job and volunteer applications.
KNSISM 4245	Leadership and Programming in Sport	Emphasis on leadership methods and programmatic approaches faced within sport industry. Situated in leadership theory, application of skillset and solution-oriented approaches to be executed within a career. Furthermore, the development of a program, highlighted through a business plan allow for integration of course content.
KNSISM 4607	Legal Aspects of Sport	Awareness and acquired knowledge of legal foundations and responsibilities within sport. From



		contractual, criminal, human rights, property and liability in sport, students will apply how law is woven throughout sport at the employee, spectator, volunteer and organizational level.
KNSISM 4411	College Sport	Provide understanding of college sport, preparation to thrive in industry and embed students in the critique of the billion-dollar enterprise. Centered with the influence of race, class, gender, mass media, and consumer society.
KNSISM 4509	Sport Marketing and Promotion	Provide basic principles of sport marketing, including strategies, consumer behavior, information management, promotion and positioning. Students will define and apply key concepts while evaluating and creating solution-minded methods within the sport industry.
KNSISM 3550	Entertainment and Brand Licensing	Define key concepts of brand and licensing ventures within the sport industry, while applying course content to the development of a strategy, product, and/or initiative that would further sport. Opportunity for students focus on monetary gain and evaluate best practices among industry leaders in sport.
KNSISM 2250	Name, Image and Likeness	This course will introduce students to the everchanging world of name, image, and likeness (NIL) in intercollegiate athletics. While providing history of the NCAA's longstanding control over athletes' NIL and explore how NIL came to be in the summer of 2021, this course will offer students opportunities to be introduced to specific state legislation and interim NCAA NIL policies. As a result, students will be able to think critically about the effectiveness of these policies and their advantages and disadvantages for various stakeholder groups. The course includes a discussion of NIL collectives, athletics boosters, and third-party collectives managing NIL platforms and resources.

**The Ohio State University
College of Education and Human Ecology**

Sport Industry Minor (XXXXX-MN)

College of Education and Human Ecology
Department of Human Sciences
EHE Office of Undergraduate Education
A100 PAES Building, 305 Annie & John Glenn Ave.
Columbus, OH 43210 614-292-9261
<http://ehe.osu.edu/>

The industry of sport remains embedded in all facets of society and is closely intertwined within the fields of business, communication, and related fields. From the journalist who has a passion to serving as a writer for their favorite professional team, to the financial advisor working with the local minor league ball club to ensure costs are in order.

The minor will require 15 credit hours. The two required courses prepare students to turn their passion for sport into professional opportunity by covering the skills in: management, leadership, organizational theory, consumer behavior and career readiness. The additional courses provide opportunities for students to complement their major degree from a sport focus with an emphasis in legal aspects of sport, college sport trends, marketing, branding and licensing.

Core Courses (6 credit hours):

KNPE 3208 The Sport Industry (3)

KNPE 4245 Leadership & Programming in Sports Industry (3)

Elective Courses (Choose 9 credit hours):

KNSISM 2250 Name, Image, and Likeness in Intercollegiate Athletes (3)

KNSISM 3550 Entertainment & Brand Licensing in Sport, Fashion, and Hospitality Industries (3)

KNSISM 4411 College Sport (3)

KNSISM 4509 Sport Marketing and Promotion (3)

KNSISM 4607 Legal Aspects of Sport (3)

Sport Industry minor program guidelines

Credit hours required

A minimum of 15 credit hrs. 1000-level courses shall not be counted in the minor. At least 6 credit hrs must be upper-level courses as defined by the College of Education and Human Ecology (3000 level or higher).

Transfer and EM credit hours allowed

A student is permitted to count up to 6 total hours of transfer credit and/or credit by examination.

Overlap with the GE A student is permitted to overlap up to 6 credit hours between the GE and the minor.

Overlap with the major and additional minor(s)

- The minor must be in a different subject than the major.
- The minor must contain a minimum of 12 hours distinct from the major and/or additional minor(s).

Grades required

- Minimum C- for a course to be listed on the minor.
- Minimum 2.00 cumulative GPA for all minor course work
- Course work graded Pass/Non-Pass cannot count on the minor.
- No more than 3 credit hours of course work graded Satisfactory/Unsatisfactory may count toward the minor

X193 credits No more than 3 credit hours

Minor approval

Minor program approval is not required as long as there is no variation from the minor program sheet. Any variation from the minor as indicated must be approved by an EHE advisor located in A100 PAES Building (614-292-9261). A student's primary advisor can add the minor by using the program code at the top of this program sheet.

Filing the minor program form

The minor program form must be filed with the student's college/school at least by the time the graduation application is submitted to a college/school advisor.

Changing the minor

Once the minor program form is filed in the college office, any changes must be approved by the academic unit offering the minor.

College of Arts and Sciences
Curriculum and Assessment Services
306 Dulles Hall
230 Annie and John Glenn Ave.
<http://artsandsciences.osu.edu>

Updated 6-9-21B
Updated 11-03-2023 RLS
Updated 07-12-2024 RLS

From: [Croxton, Keely](#)
To: [Reed, Katie](#)
Subject: Re: Sport Industry Minor Request
Date: Wednesday, March 11, 2026 6:06:57 PM
Attachments: [image001\[27\].png](#)
[image002\[69\].png](#)

Consider it reviewed and concurrence given.

Keely



Keely L. Croxton, PhD
Assoc. Dean of Undergraduate Programs & Global Engagement
Prof. of Logistics
Fisher College of Business
croxton.4@osu.edu



From: Reed, Katie <reed.901@osu.edu>
Date: Wednesday, March 11, 2026 at 4:09 PM
To: Croxton, Keely <croxton.4@osu.edu>
Subject: FW: Sport Industry Minor Request

Keely,

The College of Education and Human Ecology submitted a proposal to establish a Sport Industry undergraduate minor. Does this need to be reviewed for concurrence by FCOB?

Thanks,
Katie

From: Locascio, Pete <locascio.7@osu.edu>
Sent: Wednesday, March 11, 2026 2:50 PM
To: Smith, Randy <smith.70@osu.edu>

Cc: Reed, Katie <reed.901@osu.edu>

Subject: Sport Industry Minor Request

Hi Randy,

Please find attached a proposal to create the Sport Industry Undergrad Minor. Please let me know if you need anything else.

Thanks!

Pete Locascio

Executive Director of Undergraduate Education

The Ohio State University

College of Education and Human Ecology

EHE Office of Undergraduate Education

A100 PAES Building

305 Annie and John Glenn Ave, Columbus, OH 43210

614-292-9261

locascio.7@osu.edu / ehe.osu.edu

Pronouns: he/him/his