

SPORTS BUSINESS ONLINE GRADUATE CERTIFICATE

The Sports Business Certificate from the University of Oklahoma's Price College of Business prepares professionals to lead in one of the world's fastest-growing industries. This 100% online program delivers real-world expertise in sports marketing, analytics, finance, and venue management. Built on industry-driven curriculum and OU's strong athletic and academic legacy, students gain specialized skills, confidence, and connections to thrive in a competitive environment. Whether advancing your career or making a pivot, this certificate opens new doors—and credit hours may count toward a concurrent or subsequent graduate degree.

1 FLEXIBLE ONLINE LEARNING

Advance your career in the sports industry with a flexible, affordable online program designed for working professionals. Combining live, interactive sessions with on-demand coursework, the Sports Business Certificate offers an engaging learning experience while you earn a credential that sets you apart in the fast-paced, competitive world of sports business.

2 MEET TODAY'S GROWING DEMAND

According to PwC Sports Outlook Report, the global sports industry generates up to \$1 trillion annually—and it's still growing. As demand rises for professionals with specialized business expertise, the Sports Business Certificate equips you with the advanced skills and strategic mindset needed to lead and thrive in today's fast-paced, competitive sports business landscape.

3 DEEPEN YOUR KNOWLEDGE

Our industry-focused curriculum is designed to equip you with practical skills that can be applied immediately in the sports business world. Key courses include Sports Economics, Sports Venue & Events Management, and Global Sports Business—offering a comprehensive foundation to navigate and lead within the dynamic sports industry.

4 FACULTY WITH INDUSTRY EXPERIENCE

Our instructors include renowned scholars, former industry executives, and editors of top business journals who are leaders in their fields and bring real-world experience with major sports organizations and global industry conferences, ensuring you receive cutting-edge insights and practical knowledge to excel in the sports business world.



QUICK FACTS

- **FORMAT:** 100% online
- **CREDIT HOURS:** 12
- **TIME TO COMPLETE:** 9+ months
- **CLASSES:** Six courses required
- **COST:** \$1,015 per credit hour
- **PROGRAM START TERMS:** Fall and Spring

Scan the QR code or learn more at online.ou.edu



QUESTIONS?

For more information, email Price.Graduate.Programs@ou.edu or visit online.ou.edu to learn more about the program, explore other degrees and certificates offered by OU Online or to apply.