

Sports Marketing Program Application

To prepare individuals for a career in sports marketing, Samford's Brock School of Business offers a rigorous sports business curricula for academically gifted and highly motivated candidates paired with a real-world sports business internship in the sports industry.

Read this application carefully before completing. Students are selected annually through a rigorous application process in the spring of their sophomore year. The program seeks students who have demonstrated high standards of scholarship, outstanding personal character, and serious educational aims. Admission to the program involves a careful analysis of (1) academic records, (2) character references, (3) clarity of educational purpose, and (4) extracurricular activities which reflect the applicant's potential for success in the highly competitive sports industry.

GPA Requirement and Application Deadline

Students may apply for admission to the program during their sophomore year if they have an overall GPA of 3.0 or above. Spots in the program are limited. In order to receive full consideration, applicants must have their application and recommendation letters completed no later than March 10th. However, the Admission Committee prefers students to complete the application early in the fall semester to give them time to get to know the candidates before the March 10th deadline. Students that apply after March 10th will be placed on a waiting list and only admitted if a spot comes open in the subsequent year.

Applicants with an overall GPA below 3.0 should turn in an application before the March 10th deadline and then plan to take MARK 301 during the summer or fall of their junior year. On rare occasions students with an overall GPA below 3.0 have been admitted if a spot is open and they perform well in MARK 301.

Admission into the Brock School of Business

Students must gain admission into the Brock School of Business in order to participate in the sports marketing program. Students admitted into the sports marketing program are “deferred” and cannot start the program until admission into the Brock School of Business is accomplished. Students who successfully complete the program will graduate with one of the six Brock School of Business majors (marketing, finance, economics, management, entrepreneurship, accounting) and a concentration in sports marketing.

Please turn in the completed application to Dr. White in Cooney Hall (301 H). Students should also assure that their LinkedIn page is complete as it will be viewed by the Admission Committee as part of the process.

Admission standards are competitive and selective. The Admission Committee selects the entering class from among those whose academic performance gives the strongest promise of success in the sports industry. Upon admission into the program, students will automatically be charged a \$150 per semester program fee which is used to defray expenses related to student travel to sports properties and other program expenses.

In addition to the information below, you must submit the following with your application packet:

Confidential recommendations from: one faculty member, one from a work experience supervisor (preferably from a sports industry executive if you have experience in the industry), and one from a pastor/clergy (download recommendation form from the website).

Samford Student ID number:

Legal Name

Last:

First:

Middle:

Preferred First Name:

Birmingham Address

Street Address:

City:

State:

Zip:

Home Address

Street Address:

City:

State:

Zip:

Your Cellphone Number:

Date of Birth:

E-mail:

Twitter Handle:

Graduate of High School:

GPA:

Class Rank:

Please list all colleges you have previously attended and dates:

Samford University Major:

Which Sports Analytics Track Do You Which to Pursue?

Samford Overall GPA:

Brock School of Business GPA:

List all Math Classes Taken in College and the Grade Earned:

Did you take Calculus in High School (if yes, what was your grade?)

ACT score:

ACT math score:

Expected Graduation Date:

Do you play a varsity sports at Samford?

If so, which one?

Do you attend church in Birmingham?

If so, which one?

Do you attend church at Home?

If so, which one?

Shirt Size S M L XL XXL

**Attach
Current
Head Shot
Photo Here**

Family Information:

Father/Guardian Name:	Mother/Guardian Name:
Address (if different from yours):	Address (if different from yours):
E-mail Address:	E-mail Address:
Twitter Handle:	Twitter Handle:
Home Phone:	Home Phone:
Mobile Phone:	Mobile Phone:
Work Phone:	Work Phone:
Occupation:	Occupation:
Employer:	Employer:
Job Title:	Job Title:
Name College(s) Attended:	Name College(s) Attended:
Highest Degree Attained:	Highest Degree Attained:

If any of your relatives have attended or been associated with Samford University or the Brock School of Business, please indicate:

Please indicate your interest in the following sports industry areas:

	No interest-----	Very High Interest						
	0	1	2	3	4	5	6	7
Team Ticket Sales	0	1	2	3	4	5	6	7
Sports Business Analytics	0	1	2	3	4	5	6	7
Corporate Sponsorship Sales	0	1	2	3	4	5	6	7
Sports Retailing	0	1	2	3	4	5	6	7
Social Media	0	1	2	3	4	5	6	7
Sports Law	0	1	2	3	4	5	6	7
Sports Event Management	0	1	2	3	4	5	6	7
International Sports Industry	0	1	2	3	4	5	6	7
Pursuing Sports Business MBA	0	1	2	3	4	5	6	7
Player & Team Sports Analytics	0	1	2	3	4	5	6	7
Sports Science	0	1	2	3	4	5	6	7

Short Essays

What do you think will be the most challenging about the career paths you are seeking through the sports program in the Brock School of Business? (300-word limit)

What values and beliefs guide you in the pursuit of your education, career and life goals? (300-word limit)

Goals

Discuss your goals and aspirations for your experience as a professional working in the Sports Industry.

Please list ALL connections you have with people in the sports industry. Include relatives, parents of friends, church acquaintances, professional athletes, etc.

Signature (Required)

By signing below, I certify that all information given in this application is complete and accurate. I understand that my failure to provide complete and accurate information may result in dismissal from the sports program or other appropriate disciplinary action.

In compliance with all applicable state and federal law, including provisions of Title IX of the Education Amendments of 1972 and Section 504 of the Rehabilitation Act of 1973, Samford University does not illegally discriminate on the basis of race, sex, color, national origin, age, disability, or military service in admissions; in the administration of its education policies, programs, or activities; or in employment. Under federal law, the university may discriminate on the basis of religion in order to fulfill its purpose.

Signature (Required)_____ Date _____
