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SOUTHERN STATE COMMUNITY COLLEGE PRESS RELEASE



Southern State to offer Online Sport Management Course This Fall

Southern State will be offering a new online course this fall, Principles of Sport Management, slated to begin August 25, 2025. Those interested in the sports industry do not want to miss this class!

Enrolled students will be provided with a comprehensive overview of the sport industry, examining its structure as both an occupation and a global enterprise. Students will explore core functions of sport management, including finance, marketing, sponsorship, economics, law, ethics, event planning, and social issues.

The course also covers key industry segments such as youth sports, interscholastic and intercollegiate athletics, professional sports, and international sports. In addition, students will examine career opportunities in the field and develop competencies essential for success as a sport manager.

Southern State is excited to have Dr. Alan Ledford, Director of the Graduate Sport Administration Program at Wittenberg University, teaching the class this fall. Dr. Ledford also served as the former Director of Sport Management at Wilmington College. The course is being taught out of the Health, Fitness, and Exercise Science Department under the direction of Professor Ken Holliday.

According to Southern State's Vice President of Academic and Student Affairs, Dr. Erika Goodwin, "Dr. Ledford has a wealth of knowledge and experience in the sport management field and will provide a wonderful introductory course for those interested in this industry."

"The course will be a great elective for anyone pursuing their Associate of Arts or Associate of Science degrees, as well as a novel elective for College Credit Plus (CCP) students," added Goodwin.

To learn more, please contact Southern State's Advising Center at 937.393.3431, Ext. 2825.

Southern State Community College's fall semester begins August 25 -- registration is currently underway.

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