SPORTS BUSINESS

WHAT'S IT LIKE TO BE IN SPORTS BUSINESS?

As a sports business professional, you will have a solid understanding of sports finance, marketing, management information systems and accounting. Through the program at Price College, the only one of its kind in the Big 12 and SEC offered by a business school, you can enter a number of areas within the field. These industries include licensing, corporate relations, development, collegiate administration and marketing among others.

INVOLVEMENT OPPORTUNITIES

The Price College sports business program connects students with potential internships and employers through strong relationships with the Oklahoma City Thunder, X Games, PGA, Oklahoma City Comets, Learfield Sports Licensing, OU Athletics and more.

Study Abroad: Students gain firsthand insight into the business of soccer through a two-week experience in London and Liverpool, featuring faculty lectures, industry professionals, site visits, case studies, and cultural activities.

Networking: Sports Business Association provides networking opportunities through corporate venue visits, panel discussions, workshop series and social events

UNDERGRADUATE CERTIFICATE

Esports Business

DIVISION OF MANAGEMENT AND INTERNATIONAL BUSINESS

- Average starting salary $43,378

WHAT SPORTS BUSINESS GRADUATES DO

- Business Analyst
- Tournament Manager
- Partnership Activation
- Ticket Sales
- Operations Coordinator

WHERE RECENT GRADUATES WORK

- OKC Thunder
- Chicago Cubs
- Dallas Cowboys
- Atlanta Hawks
- Nike
- Learfield
- Texas Rangers
- OU Athletics

The UNIVERSITY of OKLAHOMA PRICE COLLEGE OF BUSINESS

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Division of Management and International Business
Michael F. Price College of Business

PRICE COLLEGE

BY THE NUMBERS

#33

2025 US NEWS & WORLD REPORT

Among public universities for undergraduate business programs

STUDY ABROAD

Arezzo, Italy
Alcala de Henares, Spain
London and Liverppool, England
Clermont-Ferrand, France
Ibaraki City, Japan
San Jose, Costa Rica
Panama City, Panama

12 MAJORS 11 MINORS

NATIONALLY RANKED IN THE TOP 10%

OF BUSINESS SCHOOLS

US NEWS & WORLD REPORT

#24
INTERNATIONAL BUSINESS

#30
ENTREPRENEURSHIP

#1
MANAGEMENT INFORMATION SYSTEMS

BEST VALUE SCHOOLS

$3 MILLION
IN SCHOLARSHIPS LAST YEAR

$150,000
STUDY ABROAD SCHOLARSHIPS

FRESHMEN
MERIT-BASED SCHOLARSHIPS

23 STUDENT ORGS

7,600 UNDERGRADS

AVERAGE

SIGNING BONUS $8,476

STARTING SALARY $65,246

PLACEMENT

IN FULL-TIME POSITIONS, MILITARY, CONTINUING EDUCATION, PEACE CORPS

96% OF STUDENTS REPORTING

86%

TOP EMPLOYERS

Paycom AT&T EY OKC Thunder
Goldman Sachs ConocoPhillips

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