



Early Assurance Program for Sports Business Career Preparation

Samford University's Brock School of Business offers a select group of incoming freshmen the opportunity to participate in our Early Assurance Program (EAP). After only two years of prebusiness course work, students selected for this program are guaranteed entry into the sports marketing concentration. Students wishing to pursue a career in sports analytics should also plan to complete the data analytics concentration, while students wanting to work in sports sales should plan to complete the professional sales concentration.

To apply, students must first apply to Samford University through the Office of Admission and have declared a major within Brock School of Business.

Follow these steps and timeline to ensure that you submit the required materials and meet appropriate deadlines:

- Submit the Common Application or Samford University application and declare a major within Brock School of Business.
- Submit the sports marketing application which will appear on your application status page checklist once you have been accepted to Samford and have declared a business major.
- All applicants accepted to Samford University by Feb. 15 that have also submitted the additional Sports Marketing application by Feb. 15 will be voted on at the March Sports Marketing/Sports Analytics Early Assurance Committee meeting. Notifications will be sent to the students by April 1.
- Students that do not apply for EAP or that are not accepted into the early assurance program during their senior year in high school must wait until their sophomore year at Samford to apply.





Sports business career preparation at Brock School of Business

- Our program is the South's first and finest training ground for sports business, sports analytics, sports marketing and sports sales within an AACSB accredited business school.
- Our program has been called the "top undergraduate sports marketing program in the country" by sports business legend Jim Host and the "international thought leader in the emerging field of sports business analytics" by Tracy Teague, vice president for Nike football and baseball.
- Students learn the ins and outs of sports marketing, analytics, sponsorship, strategy, finance, sales and more..
- Recent graduates work for professional teams like the Hawks, Colts, Panthers, Texans, Trail Blazers, Lightning, Devils, and Packers.
- More than 90% of graduates have been employed within the sports industry or accepted into a sports business graduate program within six months of graduation.
- Students participate in an exclusive mentorship program with executives from the Atlanta Braves organization each semester.
- Top-performing students can participate in our preferred sports internship program for paid internships in the industry.
- Students interested in sports analytics gain real-world experience by running analytics for one of Samford's NCAA Division 1 teams or professional teams in Birmingham.
- Students complete a capstone consulting project for major sports organizations during their senior year. Recent projects have been completed for Coca-Cola, Nike, the Miami Dolphins and the NBA.

For more information, contact:

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