The Academy is an independent, non-profit, accredited, special mission sports university created to serve the nation and the world with programs in instruction, research and service.

Over the past 35 years, the Academy has delivered its certification programs in over 60 countries to more than a quarter of a million people.

The Academy, known as America’s Sports University, offers accredited sport-specific bachelor’s, master’s and Doctor of Education (Ed.D.) degrees.

The Academy has over 100 sport education protocols with ministries of youth and sport, Olympic committees, international sport federations, national governing bodies and universities both in the U.S. and around the world.

The Academy’s bachelor’s, master’s and doctoral degrees in sports management are on the approved list of the Sport Management Program Review Council (SMPRC), a joint committee of the National Association for Sport and Physical Education (NASPE) and North American Society for Sport Management (NASSM). The Academy is one of only three schools in the nation on the SMPRC’s list with approved programs at all three levels.

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Certification in Sports Management

**CEM 543 Sports Administration:** The study of basic concepts, theories and organization of administration.

**CEM 542 Sports Business and Personnel Management:** The study of the principles of personnel management, including staffing and development of human resources, as applied to sport.

**CEM 544 Sports Marketing:** A study of sports marketing principles and the elements of the marketing mix.

**CEM 583 Sports Facilities and Event Management:** The study of the principles involved in planning, marketing, producing and evaluating sports events and facilities.

**CEM 550 Sports Fundraising:** Introduces students to the concepts of sports fundraising activities and provides a framework for staff, managers and directors in the operation and development of fundraising programs.

**CEM 551 Sports Public Relations:** A study of the nature, content and application of public relations in sports programs.

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Certification in Sports Coaching

**CEM 543 Sports Administration:** The study of basic concepts, theories and organization of administration.

**CEB 371 Sports Coaching Methodology:** Designed to provide students with a conceptual blueprint for teaching sports and with fundamentals associated with sports coaching.

**CER 332 Sports Strength and Conditioning:** A study of strength and conditioning as they relate to cardiovascular endurance in the enhancement of performance.

**CEB 368 Sports Psychology:** Study of motivational phenomena that affect individual athletes’ and teams’ performances.

**CED 346 Sports Medicine:** An understanding of sport-related injuries and how to provide emergency treatment.

**CEM 583 Sports Facilities and Event Management:** The study of the principles involved in planning, marketing, producing and evaluating sports events and facilities.

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*Adopted by National Association of Collegiate Directors of Athletics (NACDA)*

*Substitutions for the NACDA Graduate Certification in Sports Management include:*

**CEM 586 Sports Law and Risk Management:** Introduces students to the fundamental tenets of the law and familiarizes them with the legal structure and terminology.

**CEM 594 Student Life Skills:** Designed for athletic administrators and coaches to assist students in making the transition from interscholastic sports to college athletics.

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CEB 373 Scientific Principles of Coaching: Designed to teach coaches how to apply scientific principles to sports coaching.

*CER 526 Personal Training: Combines sport science and entrepreneurial principles in the design and implementation of a personal training business.

*CER 505 Human Anatomy and Physiology: A study of the structure and functions of the various systems of the human body.

CEB 373 Scientific Principles of Coaching: Designed to teach coaches how to apply scientific principles to sports coaching.

CER 511 Sports Performance Enhancement: Designed to introduce students to the concepts and principles of skill development, performance analysis and teaching techniques.

*CED 556 Sports and Fitness Nutrition: A study of the importance of nutrition in the enhancement of performance and the prevention of disease.


* American Council on Exercise (ACE) approved course

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CER 525 Sports Strength and Conditioning: The study of strength and conditioning as it relates to cardiovascular endurance in the enhancement of performance and injury prevention.

CER 505 Human Anatomy and Physiology: A study of the structure and functions of the various systems of the human body.

CED 320 Applied Sports Performance: Designed to cover the complete spectrum of training intensity.

CED 546 Seminar in Sports Medicine: An overview of the sports medicine profession.

CED 373 Scientific Principles of Coaching: Designed to teach coaches how to apply scientific principles to sports coaching.


Wellness Certification

CED 556 Sports and Fitness Nutrition: The course covers the principles of sound nutrition as it relates to the athlete and examines the physiological aspects of how nutrition affects the body in terms of overall optimal health.

CEE 521 Principles of Fitness and Health: A study of the principles of physical activity as they relate to both athletes and non-athletes.

CEB 373 Scientific Principles of Coaching: In order to optimize performances, guarantee safety and promote well-being in athletes, coaches must constantly update and modify their coaching practices.


CEM 662 Sports Entrepreneurship: The study of entrepreneurship for those with a serious interest in owning and running their own businesses. Students will learn how to prepare a comprehensive business plan for starting or acquiring a business.

CER 527 Concepts of Wellness: Wellness is not a static condition but a continual balance of the different dimensions of human needs: spiritual, social, emotional, intellectual, physical, occupational and environmental.

National Strength and Conditioning Association
Education Recognition Program

The National Strength and Conditioning Association (NSCA) officially recognizes the Academy’s educational program in strength and conditioning.

Individual Courses

Anyone age 16 or older can sign up for a continuing education course at the Academy. You do not need to enroll in a complete certification program to benefit from the educational opportunities offered by the Department of Continuing Education.

Each course carries four (4) Continuing Education Units (CEUs). When you successfully complete a continuing education course, you not only receive CEU credit (permanently retained in the Academy’s records by the Registrar’s Office), you can also receive a certificate attesting to your achievement. Certificates are designed to meet the needs of coaches, trainers, fitness leaders and managers who desire additional specialization and up-to-date information.

For a complete listing of Academy courses, simply go to the Academy’s website at www.ussa.edu and follow the “Continuing Education” link.

Accreditation

The United States Sports Academy is accredited by the Commission on Colleges of the Southern Association of Colleges and Schools to award baccalaureate, master’s and doctoral degrees. Contact the Commission on Colleges at 1866 Southern Lane, Decatur, Georgia 30033-4097 or call 404-679-4500 for questions about the accreditation of the United States Sports Academy.

Alumni Association

All students who enroll at the Academy at whatever level are considered alumni of the institution. Join the leaders in the profession by joining the Academy’s Association when you complete your first course. To see the many benefits of joining the Academy’s Alumni Association, visit our website at www.ussa.edu and follow the “Alumni” link.

The United States Sports Academy accepts students regardless of race, religion, gender, age, disability or national origin.