

SPORT MANAGEMENT, B.S.



COLLEGE OF HEALTH AND HUMAN SERVICES WESTERN KENTUCKY UNIVERSITY

School of Kinesiology, Recreation & Sport

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Degree Offering: B.S. – Sport Management

Program Description

The Bachelor of Science degree in Sport Management is a program which prepares students for successful careers within the sport industry. Course work focuses on key content areas including: sport management and leadership principles, operations, event and venue management, governance, ethics, marketing, legal, financial and integrative experiences. To be admitted to the program, students must have: a minimum of an overall WKU GPA of 2.5; completed the following courses with a grade of C or higher—ACCT 200, COMM 145, ECON 202, MKT 220, SPM 200, and MGT 210; and submitted a complete application including resume by required deadline.

Career Opportunities

Within the sports industry entry level positions exist within communities, colleges, universities, and amateur and professional sports industries and organizations. Typical entry level positions within these organizations include but are not limited to: community youth and adult sports league directors, college and university campus intramurals and facility management, ticket sales, sports marketing and media relations, NCAA compliance, foundation development, and facility and event management. The sport management industry continues to grow along with the interest within communities across the nation. According to the Census Bureau's Statistical Abstracts the sport industry generated 85.2 billion dollars in revenue. Additionally, the Statistical Abstract projects a 40% increase in the sport related job industry between 2002 and 2012. The U.S. Department of Labor's Occupational Outlook Handbook projects an increase between 9 to 17% for sport related jobs across the United States. These statistics help demonstrate that the need for new and continued programs that addressing the specific needs of sports organizations is warranted.

College of Health and Human Services Resources

The Academic Center for Excellence (ACE) is the student success center for the College of Health and Human Services. The mission of ACE is to provide resources to students in the College of Health and Human Services that will help them attain their educational, career and life goals. This mission is fulfilled through a comprehensive array of programs and services to support academic success among the CHHS students. The Center provides academic advising, assistance with degree program completion, and career exploration/planning. It also houses a computer lab and study/work space for our students.

