

SPORT MANAGEMENT, B.S.



COLLEGE OF HEALTH AND HUMAN SERVICES
WESTERN KENTUCKY UNIVERSITY

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Department 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. Students will take 41 hours of general education courses with some required as pre-requisites for application into the degree program. Additionally, students will take 51 hours of major courses and then use the remaining 25 hours to 1) select a minor that best prepares them for entry level positions related to their interest within the sport industry or 2) take other electives of interest to the student. Minors include but are not limited to: athletic coaching, broadcasting, business administration, and facility and event management.

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 CHHS Academic Center of Excellence offers personal student advising, professional publications, academic enrichment activities, tutoring for CHHS courses, assistance with degree program completion and career exploration/planning, and a state-of-the-art computer lab with latest software for CHHS majors.

Sport Management

Department of Kinesiology, Recreation & Sport

College of Health and Human Services

2009-2010

Fall			First Year			Spring		
ENG	100	3	Intro to College Writing*	MATH	116	3	Fund. Of College Algebra*	
COMM		3	145 OR 161 Public Speaking*	ENG	200	3	Intro to Literature	
SOCL	100	3	Intro to Sociology	HIST		3	119 OR 120 Western Civilization	
SPM	200	3	Intro to Sport Management*			3	General Education Course (Foreign Lang)	
		3	General Education Course			1-3	General Education Course	
Credit	Hours	15		Credit	Hours	13-	15	

Fall			Second Year			Spring		
ENG	300	3	Writing in the Disciplines	ACCT	200	3	Financial Accounting	
ECON	202	3	Microeconomics*	MGT	210	3	Organization & Management	
MKT	220	3	Basic Marketing Concepts*			3	General Education Course	
		3	General Education Course			3	General Education Course	
		3	General Education Course			3	Elective	
		1-3	General Education Course			3	Elective	
Credit	Hours	16-	18	Credit	Hours	18		

Fall			Third Year			Spring		
SPM	402	3	Fiscal Practices in Recreation	MKT	326	3	Sport Marketing	
SPM	404	3	Recreation Facility Management	SOCL	324	3	Sociology of Sport	
		3	General Education Course/Elective	ECON	323	3	Economics of Sport	
		3	Elective			3	General Education Course/Elective	
		3	Elective			3	Elective	
		3	Elective					
Credit	Hours	18		Credit	Hours	15		

Fall			Fourth Year			Spring		
SPM	450	3	Sport Law	SPM	490	12	Internship in Sport	
SPM	452	3	Sport Leadership & Management					
SPM	454	3	Sport Governance					
		3	Elective					
		3	Elective					
Credit	Hours	15		Credit	Hours	12		

Total Credit Hours = 120

Student must maintain a "C" or better in the following course for admission: ENG 100, ECON 202, MATH 116, SPM 200, MKT 220 and COMM 145/161 **and** a WKU GPA of at least 2.5 overall.

Courses marked with (*) are prerequisites for admission into the program.