SPORT MANAGEMENT, B.S.

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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 overall WKU GPA of 2.25; completed the following courses with a grade of C or higher—COMM 145, ECON 202, MKT 220, MGT 210, and SPM 200; 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 intra-murals 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.

Academic Advising
The mission of WKU Advising is to provide students with the academic support necessary to achieve their academic goals. We provide advising, student success initiatives, and training on advising for faculty and staff. We provide a wide range of academic services to undergraduate students. WKU Advising coordinates academic advising activities among undergraduate colleges and academic departments for undergraduate students.