

SPORT MANAGEMENT

The popularity of sports is in full force in today's culture. But sports is more than just the game. The world of sports and athletics is made up of not just the teams, but also the event facilities, support staff and trainers, fans, marketing, sports information, ticketing and operations, and media relations. All of these things contribute to success in sports – and need managers to guide such success. With a Sport Management degree from Wayne State, you'll be prepared to take on any career related to athletics and sporting events. You'll get to understand the ins and outs of athletics, how to build a fan base, and how to manage an event facility. You'll understand the needs of athletes and teams and how best to meet those needs. If you have a passion for anything sports-related, a sport management degree from Wayne State is the right choice for you.

fast facts

Credit hours: 54-57

Students must also take 30 credit hours of General Studies courses. A total of 120 credit hours are needed to graduate from WSC. Additional majors or minors can be added to help meet graduation requirements.

Degree options: B.A. or B.S.

Department: Health, Human Performance, and Sport

School: Science, Health, and Criminal Justice

Popular pairings: Business Administration, Coaching, Exercise Science, Marketing, Promotion and Media

focus on results

Skills Learned

- Sports and event management
- Sports marketing and promotion
- Law and ethics in sport management
- Facility management
- Media and public relations
- Introductory accounting
- Leadership and organization
- Social skills
- Oral and written communication
- Critical thinking and problem-solving

Possible Careers

- Athletic director
- Athletic counselor
- Sports broadcaster
- Sports information director
- Box office manager
- Event coordinator
- Sports facility / stadium director
- Tournament coordinator
- Wellness center director
- Equipment manager

Types of Employers

- Professional sports teams and leagues
- Youth sports teams and leagues
- Colleges and universities
- Community wellness centers
- Radio or television networks
- Sporting goods stores
- Sports facilities and venues
- Equipment manufacturing companies
- Event and promotion companies
- Self-employment
- Sport governing bodies

outside the classroom

Activities / Opportunities

- Peer tutoring and mentoring
- Service-Learning
- Study Abroad

Clubs / Organizations

- Baseball Club (Men's)
- Bowling Club
- Disc Golf Club
- NSEA Aspiring Educators
- Rugby Club
- Shotgun Sports
- Soccer Club (Men's)
- Softball Club
- SPORTS Club
- Student Athletic Advisory Committee (SAAC)
- Volleyball Club (Women's)
- Wrestling Club (Men's and Women's)



Visit www.wsc.edu/clubs to learn more about clubs and organizations on campus.



The following courses are required for the program of study described on this sheet. Every effort is made to ensure this information is current, but please be aware that some content may have changed. To develop a plan for registering and taking these courses, please consult the current academic catalog and your advisor.

Program courses

Sport Management Courses

BUS 142 Survey of Accounting.....	3
BUS 260 Management Theory and Practice.....	3
BUS 270 Principles of Marketing.....	3
PED 140 Introduction to Sport Management.....	3
PED 277 Media Relations in Sport.....	3
PED 287 Computer Application in HHPS.....	3
PED 295 Sport Management Public Relations and Communications.....	3
PED 390 Ethics in Sport Management.....	3
PED 405 Sport Business.....	3
PED 410 Sport Law.....	3
PED 411 Sport Marketing and Promotion.....	3
PED 450 Leadership in Sport Organizations.....	3
PED 464 Facility Management in Sport and Wellness.....	3
PED 485 Sport in American Culture.....	3
PED 489 Fieldwork in Sport Management (must complete all other requirements first before enrolling in this course).....	9-12
Select one of the following.....	3
CNA 392 Sports Writing (3)	
GEO 325 Geography of Recreation, Tourism, and Sport (3)	
PED 288 Sport Tourism and Event Management (3)	

Student learning outcomes

1. Explain skills, roles, and functions of sport managers.
2. Apply ethical concepts to issues in the sport workplace.
3. Apply fundamental marketing concepts to the sport industry and the unique aspects of sport markets.
4. Explain legal concepts and basic risk management issues as they relate to the sport workplace.
5. Demonstrate the ability to use technology effectively in the application of sport management practice.

health, human performance, and sport faculty

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Visit www.wsc.edu/health-human-performance-sport-department to learn more about the Department of Health, Human Performance, and Sport.

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