WMU Curriculum Guide for Recreation - Sport Management Concentration

Program description and notes:

- This program resides in the Human Performance and Health Education (HPHE) department of the College of Education and Human Development at WMU;
- The Sport Management concentration prepares students for roles in sport organizations on the interscholastic, intercollegiate, professional, and recreational levels;
- Job functions in the sport industry include facility management, sport promotion and marketing, sport media, customer or community relations, sport sponsorship, licensing, sport information, and sport law among others;
- This program requires an approved minor from the following choices:
  - Coaching
  - Event Management
  - Communication
  - Journalism
  - General Business
  - Students may also petition the Sport Management Program Coordinator to approve another minor;
- Near the end of your coursework, a 600 hour internship will be required which may be completed in Kalamazoo or with any sport organization in the world;
- Please contact the advisor for Sport Management at the address listed below, if you have questions about this major. You can also visit the WMU Recreation: Sport Management website;
- It is recommended that the internship be completed during the student’s senior year.

The following courses can be taken at JC:

<table>
<thead>
<tr>
<th>WMU courses</th>
<th>JC equivalent courses</th>
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<tbody>
<tr>
<td>BUS 1750</td>
<td>BUA 100</td>
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<tr>
<td>STAT 1600 or 3660</td>
<td>CIS 203 or MAT 133</td>
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Related electives – minimum of 12 credits required (depending on approved minor):  
The electives in this program allow for student flexibility in preparing for employment in any of 
the different areas in the field of recreation and sport.  
ACTY 2100  
MKTG 2500  
COM 1040  
ECON 2010  
HPHE 1810  
PHIL 2010  
ACC 231  
BUA 230  
COM 231 or 234  
ECN 232  
EMS 110  
PHL 236  

► There are sixteen approved elective choices at WMU. We have listed the six choices 
above because we know that they transfer to WMU.

General Education Requirements:  

► The following link can be used to select general education courses that are required by 
WMU;  
► No foreign language is required for this major. For students who may be interested in 
languages, there are many elective requirements that may be filled by a language;  
► A minimum of 122 credits are required for graduation from WMU.

Contact information:  

Dr. Jim Lewis – Associate Professor  
Department of Human Performance and Health Education  
james.lewis@wmich.edu  
(269) 387 – 2697  

Or

College of Education and Human Development Advising Office  
wminch.edu/education/advising  
(269) 387 – 3474  
(for general education advising)