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 GCC:

<table>
<thead>
<tr>
<th>WMU courses</th>
<th>GCC equivalent courses</th>
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<tbody>
<tr>
<td>BUS 1750</td>
<td>BUS 101</td>
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<tr>
<td>HPHE 1110</td>
<td>PED 213</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  ACC 201
COM 1040  SPE 101 or 111
ECON 2010  ECO 202
MKTG 2500  BUS 210
HPHE 1810  HED 103 or PED 103 or 202 or 203

- There are sixteen approved elective choices at WMU. We have listed the five 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
wmich.edu/education/advising
(269) 387 – 3474
(for general education advising)