ABOUT THE PROGRAM

Recreation management and sport management professionals gain knowledge and experience in sport and recreation program and service development. The curriculum uses service learning to teach the delivery and management of sport/education. Graduates pursue careers in professional and amateur sport, recreational sport, outdoor recreation, and in the private, government, or non-profit sectors.

CONCENTRATIONS

- **Recreation Management** offers experience, and courses that allow students to prepare to assume leadership and/or administrative roles in sport, community, campus, outdoor, commercial, government, or private settings.

- **Sport Management** prepares students for roles in sport organizations on the interscholastic, intercollegiate, professional and recreational levels. The electives in this program allow for student flexibility in preparing for employment in any of the different areas in the fields of recreation and sport.

STUDENT ORGANIZATIONS

- Recreation/Sport Management Student Group
- Phi Epsilon Kappa

100% of recreation management and sport management graduates have completed an internship or field experience.

94% of 2017-18 WMU recreation management and sport management graduates were employed or continuing education within three months of graduation.
PROGRAM STRENGTHS

→ This program enables students to interact with professionals in the fields of recreation and sport management, utilizing service learning and getting class credit while working in the field. This includes programs in Southwestern Michigan, the state of Michigan and throughout the United States.

→ An internship is required for both concentrations and a practicum is required for recreation management. The practicum is usually completed after junior year, and the internship is completed during or after the senior year. The practicum and internship components allow students the opportunity to gain supervised real-world experience as part of their degree completion. These paid or volunteer field experiences can be completed either part-time or full-time over the course of the academic year.

→ Students choosing the sport management concentration will receive a bachelor’s degree in sport management and a minor in one of several options including general business, communication, coaching, journalism or event management.

→ The recreation management and sport management program at WMU is designed to meet or exceed national standards set forth by the North American Society for Sport Management accrediting body, and instruction focuses on both theoretical and applied knowledge.

CAREER POSSIBILITIES

- Park director/ranger
- Professional sports teams
- Facility/team manager
- Collegiate athletic director
- Camp director/staff
- Interscholastic sports athletic director
- Sport law/media
- YMCA staff

“MY INTERNSHIP REALLY CEMENTED MY BELIEF THAT WHAT I WAS DOING IN CLASS WAS IMPORTANT AND COULD BE USED NOT ONLY DURING MY TIME AT WMU, BUT AFTERWARDS.”

Alex Gray, sport management alumnus