SPORT MANAGEMENT

ABOUT THE PROGRAM

This program is designed to prepare students to blend general management skills with the specific demands of managing sport organizations and teams. Students acquire a strong foundation in management, financial management, communication, ethics, marketing, promotion and legal aspects of sport. Specific curriculum provide students with the opportunity to apply their knowledge in sports-related internships.

My experience with Bronco Productions has allowed me to produce all home football games and apply the knowledge learned in class.

Thomas Delves, alumnus

All courses are designed to meet or exceed national standards set forth by the North American Society for Sport Management accrediting body.

In addition to the 30 credits of sport management core courses, students have the option of completing either a 6 credit thesis, independent research or field experience.

wmich.edu/humanperformance/academics
SPORT MANAGEMENT

Master of Arts

CAREER OPPORTUNITIES

Career Opportunities in Secondary, Collegiate, and Professional Sport as well as Parks and Recreation.

ADMISSION REQUIREMENTS

- Official transcripts
- Resume/Cover Letter
- Three letters of recommendations
- Written statement summarizing experience in academic, professional, research, creative or scholarly activities

APPLICATION DEADLINE

On-going; students may be admitted for each semester.

FUNDING OPPORTUNITIES

Graduate Assistantships are available through the:
- Department of Human Performance and Health Education
- Recreation
- Athletics

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100% of WMU sport management graduate students were employed or continuing education within three months of graduation.

Additional Program Faculty
Dr. Colin Cork, Dr. Jim Lewis, Dr. Yuanlong Liu and Dr. Zeljka Vidic