

RECREATION/SPORT MANAGEMENT

Bachelor of Science

wmich.edu/humanperformance/academics



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.

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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, alumnus



90% of 2020-21 WMU recreation management and sport management graduates were employed or continuing education within three months of graduation.



100% of recreation/sport management students complete an internship or field experience.

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WESTERN MICHIGAN UNIVERSITY
College of Education
and Human Development

CONCENTRATIONS

- The **recreation management concentration** 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.
- The **sport management concentration** 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.

WHY WMU?

- 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

- Professional sports teams
- Facility/team manager
- Sport marketing
- Athletic director
- Park director/ranger
- Sport entertainment (radio, TV, magazines)
- Camp director/staff



Students in the recreation/sport management program have the opportunity to join program and department specific registered student organizations such as the **Recreation/Sport Management Student Group** and **Phi Epsilon Kappa**.



Dr. James Lewis
Program Coordinator
james.lewis@wmich.edu
269-387-2697

CEHD Program Information
cehd-outreach@wmich.edu
269-387-2960

WMU Admissions
wmich.edu/admissions
269-387-2000

