

What can I do with a degree in... **SPORT MANAGEMENT?**

Why study **SPORT MANAGEMENT?**

The Sport Management program at Western Carolina University offers you the opportunity to pursue a sport-related career by giving you the business know-how you need to succeed in the industry. If you pursue a degree in sport management, you will find courses utilizing the most contemporary information about the constantly evolving area of business and sport management. In these courses, you will develop real-world skills through application-oriented, hands-on work that transcends the classroom.

We promote the personal and professional development of each of our students by offering and encouraging participation in engagement opportunities and by using interactive teaching methods that develop critical thinking and decision-making abilities. Using these skills, along with knowledge of current accounting theories and practices, general business skills, and understanding of global business issues, our graduates will be prepared to make an immediate contribution to their employers and communities.

What is the **DEGREE OPTION?**

Bachelor of Science in Business Administration (B.S.B.A.) in Sport Management

NOTE: Students may choose to earn a dual degree in Sport Management and Marketing. Additionally, students may opt to minor in Management. WCU also offers a Master of Science in Sport Management.



What is the **UNDERGRADUATE ADMISSION PROCESS?**

Any currently enrolled student at WCU may declare Sport Management as an undergraduate major. Please make an appointment with your advisor via your MyWCU student portal.

What **JOBS ARE AVAILABLE?**

Our graduates go on to many types of career paths which involve organizing, directing, planning, and overseeing. Our program will equip you with the knowledge and skills to be successful in one of six main career fields within the sport management field: professional sport management, event and facility management and marketing, exercise science and

fitness management, sporting goods management and sales, sports media, and athletic administration. Graduates could also pursue careers in marketing and promotions, concessions, sales, ticket management, telemarketing, public relations, security, and law. *NOTE: Advanced degrees may be required for some of the above careers. Please speak with an advisor or career counselor for more information.*

Who employs **MANAGEMENT** graduates?

Our graduates work for a variety of employers including professional sport organizations and associations, national amateur sport governing bodies, sport management and marketing firms, stadiums and arenas, fitness and health organizations, college athletic departments, high school athletic departments, and county parks and recreation departments.

MAJOR MAP

How to use this map: Review the four categories and suggestions of activities and when you should consider engaging in them. Remember, these are just suggestions! There is a fillable space for you to add in any other ideas you have to set yourself up for success in life after college.

1st YEAR

2nd YEAR

EXCEL IN ACADEMICS

Coursework your first year will focus on foundational classes within the liberal studies catalog and introductory business core classes. Check out the [8-semester plan](#) and make an appointment with your advisor.

The second year continues with additional liberal studies requirements as well as introductory Accounting and Economics courses. Check out the [8-semester plan](#) and make an appointment with your advisor.

GET HANDS-ON EXPERIENCE

Check out [WCU's DegreePlus program](#) and choose which events in any of the four categories you want to attend. Categories include: Professionalism, Teamwork, Leadership, or Cultural Responsiveness.

See what on-campus employment opportunities are available by logging in to jobcat.wcu.edu.

Consider joining clubs or organizations on campus and become involved in leadership positions such as the WCU Sport Management Association.

If you are thinking about attending a graduate school, start engaging in hands-on experiences required in graduate school admissions.

Engage deeper with [DegreePlus](#); choose an additional competency to complete

BE PART OF THE COMMUNITY

Connect with the [Center for Community Engagement and Service Learning](#) and ask about the [Lily Award](#), a program aimed to encourage and recognize students who are connected with their community.

Develop deeper relationships with the organizations for which you volunteer. Ask for special projects or responsibilities that you can highlight on a resume.

If you want to [study abroad](#), this is a good year to have that experience. The Study Abroad Office has excellent suggestions on places to go to your major specifically.

PREPARE FOR LIFE AFTER COLLEGE

Further explore your career options or career interests using the [Center for Career and Professional Development's](#) online resources, [Focus 2](#), and [Onet Online](#).

Connect with a career counselor early on to explore opportunities and experiences you can do while in college to further develop your professional resume.

Check out [CCPD's list of career-building activities](#) and participate in an activity this year, such as attending Career Fair Plus.

Start a spreadsheet of graduate schools you wish to apply to in a few years; label your spreadsheet with each school's admission requirements and application materials so that you are aware of the expectations.

Looking for a minor? Consider these options:

Business Administration and Law
Entrepreneurship
Finance

Marketing
Mathematics
Political Science

3rd YEAR

Courses in your third year will focus heavily on upper-level Management and Business core requirements. Check out the [8-semester plan](#) and make an appointment with your advisor.

Complete an internship that will give you practical hands-on experience in your field. Contact the CCPD for help in your internship search.

Consider networking with professionals in your field. [The North American Society for Sport Management](#) has numerous networking events and professional development opportunities listed.

Volunteer with nonprofits that focus on your ideal career path.

Connect with alumni in your field through [LinkedIn](#)

Visit the CCPD to hone your professional resume and cover letter (Make an appointment through MyWCU)

Utilize the [Writing and Learning Commons](#) for GRE, and other professional exam preparation sessions. Take the GRE, etc. Use [Big Interview](#) to learn more about professional interviews.

Schedule a visit to tour graduate schools of your choice, if applicable.

4th YEAR

Courses in your final year will continue to focus on upper-level Management business-related topics (including senior capstone) and finishing liberal studies requirements. Check out the [8-semester plan](#), make an appointment with your advisor, complete your degree audit, and [apply for graduation!](#)

Investigate requirements for full-time jobs or graduate school admissions. Assess what skills or experiences you're lacking and invest time in seeking additional opportunities such as certification programs, classes, or professional development workshops during your last year to fill that gap. Connect with your faculty advisor or career counselor.

Join professional organizations such as the [North American Society for Sport Management](#), or the [Sport Marketing Association](#)

Network with employers and non-profits at the annual Career Fair Plus event, held each October and February.

Apply to graduate schools, if applicable.

Look for and apply for jobs between 4 and 6 months before graduation.

Polish your resume, cover letter, and interview skills by visiting the [CCPD](#).

Internships are still the number-one educational experience employers look for in a recent college graduate resume. (Chronicle of Higher Education's study on 59,000 employers)

DID YOU KNOW?

MORE INFORMATION

INTERNSHIP Information

There are numerous internship opportunities for students. In some cases internships are established through a faculty member in the student's major. Oftentimes students find part-time jobs in an area related to their field of study. When this happens, students should discuss with their academic adviser the possibility of receiving college credit. Generally, three hours of general elective credit can be earned for a minimum of 200 hours of experience.

SKILLS LEARNED in the classroom

The core competencies will center on developing skills, knowledge, and attitudes such as:

- knowledge of sport industry
- oral and written communication
- problem solving
- decision-making
- technical skills
- teamwork
- leadership

KNOWLEDGE Base

This program will prepare students to:

- learn, understand and interpret information and apply knowledge to new situations
- set priorities, meet deadlines and effectively plan/manage time, data and resources
- make well-reasoned decisions, problem-solve challenges, think creatively and search for, identify and consider all sides of an issue
- analyze and interpret a wide range of information and data to discuss, support and/or reject ideas, opinions, reports, theories and proposals.

Professional **RESOURCES**

- North American Society for Sport Management: nassm.org
- Sport Marketing Association: sportmarketingassociation.com

QUESTIONS?

For questions, please call the Sport Management program at 828-227-7412 or visit sportmanagement.wcu.edu.

To schedule an appointment with a career counselor, contact the Center for Career and Professional Development, 828-227-7133 or careerservices@wcu.edu.