

SPORT MANAGEMENT, BACHELOR OF SCIENCE (572)

Program Coordinator

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The Bachelor of Science degree in Sport Management prepares students for a variety of successful careers within the sport industry. Course work focuses on key content areas including sport management and leadership principles, operations, event & venue management, governance, ethics, marketing, legal aspects, financial aspects, and industry-related experiences.

Program Requirements (63 hours)

A baccalaureate degree requires a minimum of 120 unduplicated semester hours. More information can be found at www.wku.edu/registrar/degree_certification.php. (https://www.wku.edu/registrar/degree_certification.php)

Students who began WKU in the Fall 2014 and thereafter should review the Colonnade requirements located at: <https://www.wku.edu/colonnade/colonnaderequirements.php>. (<https://www.wku.edu/colonnade/colonnaderequirements.php>)

The Sport Management Program also offers the Esports Management undergraduate certificate, a great option for WKU students wanting more experience in the field of Esports Management.

Code	Title	Hours
Core Courses*		
SPM 200	Introduction to Sport Management	3
COMM 145	Fundamentals of Public Speaking and Communication	3
ECON 202	Principles of Economics (Micro)	3
MGT 210	Organization and Management	3
MKT 220	Basic Marketing Concepts	3
SPM 290	Sport Management Seminar	3
SPM 300	Governance and Public Policy in Sport	3
SPM 310	Sport Ethics and Moral Issues	3
SPM 404	Sport Facility Management	3
SPM 402	Fiscal Practices in Sport Management	3
SPM 450	Legal Issues in Sport	3
SPM 452	Sport Leadership and Management	3
SPM 490	Internship in Sport *	12
Electives		
Select 15 hours of the following:		15
SPM 305	Sport Event Management	
SPM 315	Sport Communication	
SPM 320	Esports Management	
SPM 325	Culture of Sport Through Film	
SPM 330	Moneyball: Sport Analytics	
SPM 335	Global Perspectives in Sport	

SPM 350	Intercollegiate Athletics Administration
SPM 356	Special Topics in Sport Management
SPM 456	Advance Studies in Sport
REC 220	Understanding the Nonprofit Sector
REC 420	Recreation and Tourism
REC 422	Campus Recreation
REC 480	Travel-Based Learning in Recreation and Tourism
ECON 323	Sports Economics
ENT 312	Entrepreneurship
MKT 326	Sports Marketing
MKT 331	Social Media Marketing
MKT 426	Esports Marketing and Branding
PSY 340	Sport Psychology
SOCL 324	Sociology of Sport
Total Hours	63

* Prior to enrolling in SPM 490, students must have completed all core courses. Students must earn a C or better in all core courses and must have a minimum 2.5 GPA in the SPM program. The remaining hours required to meet the university's requirement of 120 hours should be used to either: 1) take other electives of interest to the student or 2) select a minor or certificate that best prepares them for entry-level positions related to their interest within the sport industry. Complementary minors include, but are not limited to: athletic coaching, broadcasting, business administration, economics, marketing, finance, nonprofit administration, and facility and event management.

Finish in Four Plan

First Year			
Fall	Hours	Spring	Hours
COMM 145		3 ENG 100	3
HIST 101 or HIST 102		3 MATH 116 or MATH 123	3
SPM 200 (Colonnade - Social and Behavioral Sciences)		3 ECON 202	3
Colonnade - Arts & Humanities		3 Major/Minor/Elective or World Language (if needed)	3
Colonnade - Natural & Physical Sciences		3 Colonnade - Natural & Physical Sciences with Lab	3
		15	15
Second Year			
Fall	Hours	Spring	Hours
ENG 200		3 SPM 290	3
MKT 220		3 SPM 300	3
MGT 210		3 SPM 335 (Recommended for Colonnade: Connections - Local to Global)	3
Major/Minor/Elective		3 Major/Minor/Elective	3

Colonnade:		3 Major/Minor/Elective	3
Connections - Social & Cultural			
		15	15
Third Year			
Fall	Hours	Spring	Hours
SPM 402		3 SPM 310	3
SPM 404		3 SPM 452	3
ENG 300		3 Major/Minor/Elective	3
ENT 312		3 Major/Minor/Elective	3
(Recommended for Colonnade: Connections - Systems)			
Major/Minor/Elective		3 Major/Minor/Elective	3
		15	15
Fourth Year			
Fall	Hours	Spring	Hours
SPM 450		3 SPM 490	12
Major/Minor/Elective		3	
Major/Minor/Elective		3	
Major/Minor/Elective		3	
Major/Minor/Elective		3	
Major/Minor/Elective		3	
		18	12
Total Hours 120			

(http://wku.edu/degreepaths/19-20/documents/chhs/sport_management_572.pdf)