



College of Science and Health



SPORT MANAGEMENT



www.uwlax.edu/sah/ess/sm

Are you interested in working behind the scenes for a sport organization?

Thinking about combining your interest in sport and business as a major for your future career?

The undergraduate Sport Management program at the University of Wisconsin-La Crosse is here to help you achieve your career goals!

Table of Contents

- Words from the Program Director2
- UW-L Sport Management
 - Program Overview2
- Other UW-L Majors/Minors of Interest
 - Commonly Chosen by Sport Management Majors2
- Internship in Sport Management3
- Job Responsibilities in Sport Management:
 - What Are Graduates Doing?3
- Employers of UW-L Sport Management
 - Alumni: Where Are Graduates Going?3
- Sport Management Major: A Good Major for Your Graduate Studies3
- Top Ten Reasons Why You Should Choose UW-L Sport Management Major4
- Sport Management Curriculum Checklist....5
- Sport Management Program Application6
- Sport Management Application Rubrics.....7
- Four-Year Plan:
 - Sport Management Sample Schedule8

The undergraduate Sport Management program prepares students for a variety of sport-related careers within professional sports, intercollegiate athletics, community sports, corporate sports organizations, non-profit organizations and the fitness industry.

In addition, our university has been ranked by *Kiplinger's* and *U.S. News & World Report* as one of the finest public comprehensive universities in the country. Therefore, we provide high-quality sport management professionals, not only as interns but as long-term employees. Use this packet or visit our website www.uwlax.edu/sah/ess/sm/ for more details about our program!



Please also forward this packet to students or academic advisers who may be interested in UW-L sport management major. We look forward to discussing our program with you.

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UW-L Sport Management Program Overview

The program follows guidelines and standards created by the Commission on Sport Management Accreditation (COSMA), which was established by the National Association for Sport and Physical Education (NASPE) and the North American Society for Sport Management (NASSM).

Our students are learning both the theoretical foundations of Sport Management and the applied nature of the sport industry. The curriculum includes classes from a variety of disciplines, such as anatomy, physiology, professional selling and sales management, sport management and society, sport promotion, sport law, sport operations management/event and venue management, financial aspects of sport, sport facilities, administration in fitness and sport, economics of sport, accounting principles, microeconomics, principles of marketing, behavior and theory in organizations, and professional communication. The required Field Experience class (3 credit hours; complete 6 hours per week for a full semester at an approved site) and full-time internship (12 internship credit hours; require 40 hours per week for 12-14 weeks at a supervised site) provide students with the opportunity to gain hands-on experience in the industry before they graduate.

Students complete their program of study with an internship and are able to select from a wide variety of high profile sports organizations. Also, our alumni enjoy high job placement rates within the field. Please visit our sport management website for more examples of [alumni's jobs](#) and [UW-L Sport Management Alumni in the News](#).

Other UW-L Majors/Minors/Areas of Interest Commonly Chosen by Sport Management Majors

Many sport management students also pursue a concentration or minor from the following areas and tailor their studies according to their professional interests.

- Business minor
- Communication Studies minor
- Coaching Concentration
- Recreation minor
- Spanish minor
- Professional Writing minor
- Sports Broadcasting minor
- Exercise Science major (Fitness Track)
- Physical Education Teaching major
- Pre-Law

Internship in Sport Management

Our students gain highly competitive internship opportunities. Find a [list](#) of internship sites and responsibilities that UW-L sport management students have completed for a full-time internship, 480-560 hours of internship experience.



Jared Weymier, Director of Promotions
Hickory Crawdads Baseball Club
Single A Affiliate, Texas Rangers

Job Responsibilities in Sport Management: What Are Graduates Doing?

- Event management
- Promotion and marketing
- Advertising
- Sports information
- Sports sponsorship
- Budgeting
- Public Relations
- Compliance
- Academic counseling
- Athletic eligibility
- Athletic development
- Risk management
- Facility management
- Sport broadcasting
- Sport products sales
- Accounting
- Ticket sales
- Financial operations
- Fund raising
- Corporate sales
- Game operations
- Media relations

Employers of UW-L Sport Management Alumni: Where Are Graduates Going?

Examples of alumni's job placements from the last few years. You can find more details on the [Alumni Page](#) to see what our sport management graduates are doing in today's workplace.

- Milwaukee Brewers
- Boys and Girls Clubs
- Wisconsin Timber Rattlers
- Milwaukee Bucks
- University of Wisconsin Athletics
- Chicago Bulls
- YMCA
- La Crosse Loggers
- Wisconsin Rapids Rafter Association
- American Junior Golf Association
- Beloit Snappers
- Pettit National Ice Center, Milwaukee
- Wilmington Sharks
- University of Missouri - St. Louis
- Texas A&M University at Galveston
- Minnesota Twins
- Reebok
- Chicago White Sox
- Atlanta Braves
- Old Dominion University

Sport Management Major: A Good Major for Your Graduate Studies

Sport Management is also a good major for students' contemplating graduate studies. Many of our alumni continue their graduate education after completion of their Sport Management degree. Students choose Sport Management for the bachelor degree and combine their interests in other areas to pursue their master degrees. See the examples below for the areas of graduate studies that our alumni pursue for their master degrees.

- Sport Administration
- Recreation Management
- Education Leadership
- Physical Education Teaching
- Human Performance or Exercise Science
- Law School
- MBA (With Emphasis in Sport Management)
- Communication Studies



Top Ten Reasons Why You Should Choose UW-L Sport Management Major: Notable Strengths

1. Curriculum that follows guidelines of the national association

The program follows curriculum guidelines and standards created by the Commission on Sport Management Accreditation (COSMA), which was established by the National Association for Sport and Physical Education (NASPE) and the North American Society for Sport Management (NASSM). The Sport Management faculty also review the curriculum constantly to ensure that students' competencies developed meet the current job market in the sport management field.

2. Early preparation for future internship and job searches

Students are required to submit application materials for admission to the UW-L Sport Management program. In order to submit quality application materials, students start to become involved in sport management experiences in their freshman or sophomore year and work with career service specialists for their interview skills, application letters, and resume. Students' early involvement in sport management practical experience and preparations strengthens their qualifications for internship and job searches.

3. High profile internship placement and employment

By completing the courses taught through the Department of Exercise and Sport Science, students gain proficiency in three main areas: knowledge, skills, and application to practical situations in Sport Management. As a result, our students enter high profile internship and employment in sport industry after their graduation.

4. A hard-working dynamic among sport management students

At the early stage of the students' career at UW-L, they understand the importance of sport management experience and the competitiveness of the job market in sport industry. In addition to the course work, our students proactively engage in professional development such as joining the UW-L Sport Management Association, a student club.

5. Strong network and connection with alumni and employers

The program maintains a strong connection and network with Sport Management alumni, internship supervisors, and employers.

6. Housed in the Department of Exercise and Sport Science

The Sport Management major is one of the four undergraduate programs under the national recognized department: Department of Exercise and Sport Science at UW-L. The Sport Management faculty hold degrees in Sport Management and actively participate in professional development and attend national conferences in sport management area annually to acquire the updated information of sport management knowledge and trends for teaching and research.

7. A versatile major for other career paths and a variety of minors and concentrations to choose from for further career options

Some of our alumni choose career paths due to personal factors. As shown on the list of our alumni's jobs on our program website, sport management is a versatile major which students can utilize to pursue a wide array of career opportunities. In addition, students can choose a variety of minors and concentrations such as Business, Public Relations, Professional Writing, Spanish, or Recreation Management minors and coaching or strength conditioning concentrations to enhance their qualifications for future careers in sport management. UW-L is a good institution for prospective students to major in Sport Management with a variety of concentrations or minors to select and tailor their studies according to their professional interests.

8. A beneficial major for future graduate studies

The bachelor degree in Sport Management is also a versatile major for students who want to pursue law degree or master degree in Sport Administration, MBA, or Education Leadership.

9. Various opportunities for professional development and gaining practical experience in the La Crosse area

UW-L Sport Management students gain various opportunities to get involved in practical experience from college sports and recreation sports on campus to other sport management experience at local sport organizations such as La Crosse Loggers, Boys and Girls Club, YMCA, and regional sporting events.

10. The best undergraduate Sport Management program in Wisconsin and one of the best in the Midwest

The UW-L Sport Management program has been consistently recognized as the best in Wisconsin due to our strong curriculum and vast network of alumni working in the sport industry. The program's strong reputation for preparing young professionals is well known by sport organizations in Wisconsin and in the Midwest.

Sport Management Curriculum Checklist

2013-15 CATALOG

University Of Wisconsin-La Crosse | College of Science and Health | Exercise & Sport Science Major-Sports Management Emphasis

General Education Requirements (48 credits minimum)

14 General Education Credits in Major, 62 Sport Management Credits

FRESHMAN

MAJOR REQUIREMENTS

pre-admission core courses (Requirements for application)

Credit	Course #		PREREQUISITES
___ 2	ESS 110	Introduction to Sport Management (Note: Students who earned credit in ESS 115 before Fall 2012, are not required to take ESS 110).	
___ 4	**BIO103/**BIO105/**MIC100	Introductory/General Biology or Microbes & Society	
___ 3-4	**CS 101/**CT 100/ IS 220	Intro to Computing/Intro to Computational Thinking/Info Sys for Business MGT	

FRESHMAN AND SOPHOMORE YEARS

___ 3	ACC 221	Financial Accounting Principles	12 credits
___ 3	**ECO 110	Microeconomics and Public Policy (Prereq. course)	
___ 3	** HPR105	Creating a Healthy, Active Lifestyle	
___ 3	ESS 205	Human Anatomy (not open to students who have had BIO 312)	BIO 103/105 or MIC 100
___ 3	ESS 206	Human Physiology (not open to students who have had BIO 313)	ESS 205
___ 3	ENG 307 or CST 260	Writing for Mgmt, Public Relations & the Prof. Professional Communication	ENG 110; Soph Standing CST 110

NOTE: Students should apply for admission to the program in the Sophomore year.

JUNIOR AND SENIOR YEARS

___ 3	ESS 320	Field Experience in Sport Management	#
___ 3	ESS 407	Sport Management and Society	#Jr. Standing
___ 2	ESS 410	Legal Implications of Sport and Activity	#
___ 3	ESS 421	Sport operations management/event and venue management	#Jr. Standing
___ 3	ESS 432	Financial Aspects of Sport	#Jr. Standing
___ 3	ESS 445	Planning Facilities for Physical Activity and Sport	#Jr. Standing
___ 3	ESS 447	Administration in Fitness and Sport	#
___ 3	ESS 448	Promotion/Development in Fitness & Sports	#MKT 309
___ 1	ESS 449	Seminar: Sport Management	#Final sem. 2.75 cum GPA
___ 12	ESS 450	Internship	*See Below
___ 3	MGT 308	Behavior and Theory in Organizations	Jr. Standing
___ 3	MKT 309	Principles of Marketing	ECO 110; Jr. Standing
___ 3	MKT 370 or ECO 320	Professional Selling and Sales Management Economics of Sports	MKT 309 ECO 110 or ECO 120

Specified Electives: 3 credits required

___ 3	FIN 355	Principles of Financial Management	ECO 110, 120; ACC 222; Jr Standing
___ 3	BUS 205	The Legal Environment of Business	ECO 110 or 120; 30 credits
___ 3	BUS 305	Business Law	BUS 205; Jr. Standing
___ 3	MGT 385	Human Resources: Employment	Jr. Standing
___ 3	MKT 365	Promotion	MKT 309; Jr. Standing
___ 3	MKT 444	Sports and Recreation Marketing (Occasional)	#Sr. Standing; MKT 309
___ 2	REC 305	Operation and Management of Swim Pools and Spas	Jr. Standing
___ 1	ESS 201	Safety, First Aid & CPR	
___ 2	ESS 281	Prevention and Care of Athletic Injuries	ESS 201, 205
___ 2	ESS 302	Physiology of Exercise	"C" Grade in ESS 206
___ 2	ESS 303	Biomechanics	"C" Grade in ESS 205
___ 2	ESS 323	Nutrition and Sport	ESS 302
___ 2	ESS 368	Strength Training Techniques and Programs	ESS 205, 206
___ 2	ESS 349	Psychology of Coaching Competitive Athletics	Jr. Standing
___ 2	ESS 442	Aging and Physical Activity	ESS 302, Jr. Standing

#Acceptance into ESS-Fitness or ESS Sport Management Program

* 2.75 cum GPA, 2.75 major GPA, all other program requirements completed

**These courses may satisfy some General Education requirements

NOTE: Elective credits are required to bring total to 120. 40 credits must be taken at 300-400 level.

Sport Management Program Application

Please also read “FAQ” page www.uwlax.edu/sah/ess/sm/html/faq.htm for more information related to the program and application.

Late or incomplete applications will not be accepted. Annual application deadlines are October 1 and February 1 at 5 p.m. to the program director (Chia-Chen Yu, Ed.D., 213 Mitchell Hall).

Admission is competitive. Meeting requirements does not guarantee admission. The application rubric will be used to evaluate and score your application.

REQUIREMENTS FOR ENTRANCE

1. Complete **30** credit hours including general education courses.
2. Earn a “C” or higher in pre-admission core courses (**BIO 103 or BIO 105 or MIC100, CS 101 or CT 100 or IS 220, and ESS 110**).

Note: Students who earned credit in ESS 115 before Fall 2012, are not required to take ESS 110.

3. Have a UW-L GPA of at least **2.75** (on a 4.0 scale).
4. Complete and submit a formal application. Application form is available on: www.uwlax.edu/sah/ess/sm/html/application.htm
5. Applications must be submitted to the program director (Dr. Chia-Chen Yu, 213 Mitchell Hall) before application deadlines and should include the following (**both print out and files in a disk/CD/DVD/Flash drive**):

- The completed application form (**Application form must be signed and approved by your adviser**).
- An application/cover letter (not mission statement) that includes:
 1. Why you want to be a sport management major
 2. A brief explanation of your experiences in the field of sport management
 3. How this major will help you to achieve your professional goals
 4. What would you do if not accepted (1-2 pages) (**Use cover letter tips and examples on: www.uwlax.edu/CareerServices/students/letter_writing.htm**). **Please work with Career Services in preparing letters and resume.**
- A copy of your resumé. (**Use resumé tips and examples on: www.uwlax.edu/CareerServices/students/resume_writing.htm**). Make sure to include **a section on sport management experience. Please work with Career Services in preparing letters and resume.**
- Two completed job shadow reports. **Must be sport management related sites.** Students need to get faculty adviser approval for their job shadow sites before they begin them. Forms are available on: www.uwlax.edu/sah/ess/sm/html/application.htm
 - Job shadow experiences give students a first-hand look at careers they may pursue after graduation. Students are instructed to “shadow” a person in their field for one working day (between 4 and 6 hours). All job shadow

experiences must be pre-approved by the student’s academic adviser. Interviews alone are not considered job shadow experiences.

- Students should attach a typed description of their job shadow experience to this form. Your job shadow report should include the following:
 1. Name of person, title or position in the sport organization, name of organization
 2. Date and time of your job shadow
 3. Job duties and responsibilities that you see the person perform
 4. What you observed and learned about working in that field/position from the job shadow? How it might be helpful in your future job or career pursuits?
- Format and Length: academic writing style, one to two pages, double spaced, 12 point type, 1” margins
- A current copy of your unofficial transcripts through WINGS.
- Join the UW-L Sport Management Association (www.uwlax.edu/sma/) (recommended).
- Involvement in **sport management related experiences.** Visit the Involvement Center (Cartwright, www.uwlax.edu/uc/involvement/index.htm) and UW-L Sport Management Association for sport management volunteer opportunities.
- Interview with the Sport Management Screening Committee. Applicants must submit a completed application packet to sign up an interview time slot. (*Sign-up sheet will be posted outside 213 Mitchell Hall two weeks prior to the deadlines*).
- **A disk/CD/DVD/Flash drive** (used to upload application materials online for Sport Management Screening Committee to review).

Please include the following files:

1. **Cover letter**
2. **Resume**
3. **Two completed job shadow reports**
4. **Application form**
5. **A current copy of your unofficial transcripts from WINGS, PDF file.**

Students who meet the above criteria will be considered for official entrance into a program. Annual application deadlines are **October 1 and February 1 at 5 p.m. to the program director (Chia-Chen Yu, Ed.D., 213 Mitchell Hall or mailbox)**. However, it is recommended that you submit your application a week or two before the deadline. **Late or incomplete applications will not be accepted. Admission to the Sport Management program is competitive and not all who apply may be accepted. Candidates are limited to two (2) application attempts during their academic career.**

Sport Management Screening Committee:

Brian Gordon, Lois Heeren, Chris Helixon, Chia-Chen Yu.

Admission is competitive.

Meeting requirements does not guarantee admission.

Sport Management Application Rubrics

These requirements have been established by the Sport Management Screening Committee for candidates seeking admission to the Sport Management program. Incomplete admissions portfolio terminates process. Rubric will not be scored.

Criteria & Points	0	1	2	3	4	5
1. Complete 30 credit hours						No points assigned
2. Earn a “C” or higher in pre-admission core courses						No points assigned

Criteria & Points	0	1	2	3	4	5
3. Career goals in sport management	Irrelevant			Some relevance		Major in proposed content area
4. Overall GPA (at least 2.75 or higher)	2.74 & lower	2.75-3.00	3.01-3.25	3.26-3.50	3.51-3.7	3.76-4.00
5. Application letter or cover letter	Poor quality Grammar or spelling errors					- Excellent - Business letter format - No grammar or spelling errors
6. Resume	Poor quality Grammar or spelling errors	Minimal Quality			Good	- Excellent - Business letter format - No grammar or spelling errors
7. Two completed job shadow reports in sport management areas Must be sport mgt related sites	Irrelevant Poor quality					Excellent
8. Involvement in sport management related experiences Must be sport management related experiences	No experience	Minimal experience		Reasonable experience		Extensive experience
9. Interview with the Sport Management Screening Committee	No preparation					Extensive preparation
TOTAL POINTS						



Four-Year Plan: Sport Management Sample Schedule

Note: The plan is tentative and subject to change.

FRESHMAN YEAR – FALL SEMESTER (17 CR.)

ESS 110	Introduction to Sport Management (Note: Students who earned credit in ESS 115 before Fall 2012, are not required to take ESS 110).	2 cr.
BIO 103	General Biology (or BIO 105 or MIC 100)	4 cr.
HPR 105	Creating a Healthy, Active Lifestyle	3 cr.
ENG 110	College Writing	3 cr.
	Gen. Ed. Elective of choice	3 cr.
	Arts Gen. Ed. Elective	2 cr.

FRESHMAN YEAR – SPRING SEMESTER (15-16 CR.)

C-S 101 or CT 100 or IS 220	Introduction to Computing Intro to Computational Thinking Info Sys for Business MGT	3-4 cr.
ECO 110	Microeconomics and Public Policy	3 cr.
HIS 101/102	International/Multicultural Gen. Ed. Elective	3 cr.
CST 110	Communicating Effectively	3 cr.
	Arts Gen. Ed. Elective/ Gen. Ed. Elective of choice	2-3 cr.

SOPHOMORE YEAR – FALL SEMESTER (16 CR.)

ESS 205	Human Anatomy	3 cr.
	Humanities Gen. Ed. Elective	3 cr.
	Math Gen. Ed. Elective	4 cr.
	Minority Cultures Gen. Ed. Elective	3 cr.
	Gen. Ed. Elective of choice	3 cr.

SOPHOMORE YEAR – SPRING SEMESTER (15 CR.)

ESS 206	Human Physiology	3 cr.
ACC 221	Accounting Principles I	3 cr.
	International/Multicultural Gen. Ed. Elective	3 cr.
	Gen. Ed. Elective of choice	3 cr.
	Select CST 260/ENG 307	3 cr.

NOTE: Students should apply for admission to the program in the Sophomore year

JUNIOR YEAR – FALL SEMESTER (16 CR.)

ESS 407	Sport Management in Society	3 cr.
ESS 320	Field Experience in Fitness or Sport Management	3 cr.
ESS 410	Legal Implications of Sport and Activity	2 cr.
MKT 309	Principles of Marketing	3 cr.
ESS 421	Sport Operations Management/ Event and Venue Management	3 cr.
	University Elective for graduation	2 cr.
	University Elective for graduation	2 cr.

JUNIOR YEAR – SPRING SEMESTER (15 CR.)

ESS 432	Financial Aspects of Sports	3 cr.
ESS 448	Promotion and Development of Fitness and Sport Programs	3 cr.
MGT 308	Behavior and Theory in Organizations	3 cr.
ECO 320 or MKT 370	Economics of Sports Professional Selling and Sales MGT	3 cr.
--- XXX	ESS/FIN/BUS/MGT/MKT/REC Elective (from list)	3 cr.

SENIOR – FALL SEMESTER (13-14 CR.)

ESS 447	Administration in Fitness and Sport	3 cr.
ESS 449	Seminar in Fitness/Sport Management	1 cr.
ESS 445	Planning Facilities for Physical Activity and Sport	3 cr.
	University Elective for graduation	3 cr.
	Sport Management Elective for graduation	3 cr.

SENIOR YEAR – SPRING SEMESTER (12 CR.)

ESS 450	Exercise and Sport Science Internship	12 cr.
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General Education courses (48 cr.)

Requirement for General Education and Major/Program
300/400-Level courses (45 cr.)

Total Credits = 120

Students receiving a grade lower than “C” in their initial enrollment in ENG 110 or ENG 112 must repeat ENG 110 or ENG 112.