



Top 10 reasons to choose UW-L Sport Management

10. Curriculum follows guidelines of the national association
9. Early preparation for future internship and job searches
8. High profile internship placement and employment
7. Hard-working dynamic among sport management students
6. Strong network and connection with alumni and employers
5. Housed in the Department of Exercise and Sport Science
4. Versatile major for other career paths and a variety of minors and concentrations to choose from for other career options
3. Beneficial major for future graduate studies
2. Opportunities for professional development and gaining practical experience in the La Crosse area
1. Best undergraduate sport management program in Wisconsin and one of the best in the Midwest



**UNIVERSITY of WISCONSIN
LA CROSSE**

www.uwlax.edu/sah/ess/sm

UNIVERSITY OF WISCONSIN-LA CROSSE
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*Information in this brochure is subject to change.
 For current information visit — www.uwlax.edu/sah/ess/sm*



UNIVERSITY OF WISCONSIN-LA CROSSE



SPORT MANAGEMENT



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Sport Management at UW-L

The UW-L 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. 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).



Alum Scott Geary, left, Tournament Coordinator for the American Junior Golf Association.

Coursework for Sport Management

Our Sport Management students are learning the theory and applied nature of the broad sport industry. The curriculum includes classes from a variety of disciplines, such as:

- Administration in Fitness and Sport
- Accounting Principles
- Anatomy
- Behavior and Theory in Organizations
- Economics of Sport
- Financial Aspects of Sport
- Introduction to Sport Management
- Microeconomics
- Physiology
- Principles of Marketing
- Professional Communication
- Professional Selling and Sales Management
- Sport Facilities
- Sport Law
- Sport Management and Society
- Sport Operations Management/Event and Venue Management
- Sport Promotion

The required Field Experience class (84 hours) and internship (560 hours, full-time) provide students the opportunity to gain hands-on experience in the industry before they graduate.

Sport Management Plus

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

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

Internships

Students complete their program of study with an internship and are able to select from a wide variety of high profile sports organizations. Find a list of internship sites and responsibilities UW-L sport management students have completed for a full-time internship, 480~560 hours of internship experience at: www.uwlax.edu/sah/ess/sm.

WHAT ARE GRADUATES DOING?

- Advertising
- Athletic eligibility
- Athletic development
- Corporate sales
- Event management
- Facility management
- Game operations
- Media relations
- Promotion and marketing
- Public relations
- Sport broadcasting
- Sports information
- Sport products sales
- Sports sponsorship

Our alumni enjoy high job placement rates within the field. They are working with professional sports, college athletics, nonprofit organizations and athletic corporations.

WHAT ARE ALUMNI SAYING:

"The Sports Management program at UW-L provides a well-rounded education in sports business, business administration and exercise sport science. My education has been put to use in my daily routine as the general manager for the Wisconsin Rapids Rafters Baseball Club, a member of the Northwoods League. I owe much of my success to the professors and the Athletic Department at UW-L. Go Eagles!"

Liz Kern, '06 | General Manager | Wisconsin Rapids Rafters

"The experience and knowledge I obtained through the Sport Management Program at UW-L provided me the skills needed to have a successful career in intercollegiate athletics. More importantly, the program helped me create, build and nurture relationships which are the backbone to success in our industry."

Benjamin Fraser, '06 | Director of Guest Services | University of Wisconsin Athletics

