



Bachelor of Arts— Sport Management Concentration

Brief description: As the 6th largest industry in America, the field of sport has created a demand for qualified managers and sport leaders. The sport management program prepares students with the skills to plan, organize, and direct sport programs, events, and facilities. As only one of two programs in Kentucky that has been approved by National Association for Sport and Physical Education/North American Society for Sport Management (NASPE/NASSM), the MSU sport management program was developed with national standards as a guide.

Available as minor? No

Special Admissions Required? No. Students must meet university acceptance guidelines.

Are scholarships available for this major? Yes

Gary L. Bishop Scholarship

A cumulative high school GPA of 3.5 or better; 20 on the ACT or 950 combined score on the SAT.

Quentin Hatfield Business Student Scholarship

Recipients must be a graduate of a high school in the University's 22-county service region of East Kentucky and must declare a major in the School of Business. Recipients must have a minimum high school GPA of 3.0 and have unmet financial need as determined by the University's Office of Financial Aid (incoming freshmen only.)

Are Co-op or Internships available? Yes. The sport management program has a comprehensive internship program. At the conclusion of coursework, students will earn academic credits by working in the business of sport for a semester. This real-world experience provides valuable exposure to the business world that employers highly value in new graduates.

Are extracurricular activities available with this major?

Society for Human Resource Management
Phi Beta Lambda (PBL)

Students in Free Enterprise (SIFE)
Economics and Finance Club

Students are encouraged to take advantage of opportunities to showcase their work at campus events, and at state and national conferences. The program has sponsored at least one undergraduate research fellow since the origination of the scholar program.

Career Opportunities

Interscholastic and intercollegiate athletic management
Sport promotion and marketing
Arena and stadium management
Employee services
Sport/fitness club management
Commercial recreation
Sports retailing
Sport media relations
Sport agency
Compliance
Sport fundraising
And many more!

Average Salary:

<http://focuscareer.com>

<http://www.salaryexpert.com>

<http://www.salary.com>

Additional Information:

U.S. Bureau of Labor Statistics
Office of Occupational Statistics and Employment Projections
Suite 2135
2 Massachusetts Avenue, NE
Washington, DC 20212-0001
<http://www.bis.gov/oco/ocos258.htm>

Websites:

North American Society for Sport Management

<http://nassm.org>

American Alliance for Health, Physical Education, Recreation and Dance

<http://www.aahperd.org>

American Association for Physical Activity and Recreation

<http://www.aahperd.org/aapar>

National Association for Sport and Physical Education

<http://www.aahperd.org/naspe>

Sport Marketing Association

<http://www.sportmarketingassociation.com>

International Facility Managers Association

<http://ifma.org>

International Association of Assembly Managers

<http://www.iaam.org>

Stadium Managers Association

<http://www.stadiummanagers.org>

Sport and Recreation Law Association

<http://web.me.com/swtaceyaltman12/SRLA/Home.html>

Advisor/Dept Contact Information:

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Web address:

<http://www.moreheadstate.edu/business>

