The Department of Kinesiology offers the Master of Science degree in Sport Management. The program was established in 1972, and is one of the oldest Sport Management programs in the United States. The mission of the program is to develop students' conceptual skills, theoretical comprehension, and practical knowledge in order to prepare them to become the next generation of leaders in the sports industry. Typically, full-time students will complete the requirements for this degree in two years.

**Curriculum**

Coursework emphasizes strategies for leading, managing, and marketing sport enterprises, as well as the economic and financial applications of sport. In addition, students are exposed to the cultural capital, ethical, legal, and socially-inclusive foundations of sport in the United States and around the world.

Students pursuing a Master of Science in Sport Management may choose either a thesis (38-40 semester hours [sh]) or a non-thesis (42 sh) option for completing the degree. Both options require students to complete KIN 511 Measurement and Statistical Analysis (3 sh) and KIN 512 Research Methods in Kinesiology (3 sh), a core of eight sport management courses (24 sh), and a capstone internship experience (4 to 6 sh). Students in the thesis option complete an additional 4 sh of thesis-related coursework, while students in the non-thesis option complete 6 to 8 sh of elective coursework.

**Career Opportunities**

An MS degree in Sport Management can lead to a variety of professional career choices in the sports industry. In addition, as one of the oldest and most established Sport Management programs in the country, Western Illinois University has a rich network of alumni across the sports industry, who take pride in providing internship opportunities and jobs for our graduates.

Examples of where WIU Sport Management Graduate have been employed include:

**Professional Sport**

- Minnesota Vikings - Executive Vice President and Chief Marketing Officer
- NASCAR - Media Coordinator
- Rio Grande Valley WhiteWings - General Manager
- Chicago White Sox - Senior Vice President of Communications
- Chicago Sky WNBA - Director of Marketing Partnerships
- Oakland Raiders - Inside Sales Representative
- Texas Rangers - Athletic Trainer

**Collegiate Sport**

- Northwestern University - Director of Athletic Facilities
- University of South Carolina - Athletics Media Director
- University of Iowa - Assistant Director of Athletic Communication
- University of Michigan – Assistant Ticket Manager
- Jacksonville University - Assistant Director of Student-Athlete Services
- University of Iowa - Sports Operations Coordinator
- Washington State University - Development Associate: Cougar Athletic Fund
- Western Illinois University - Assistant Director of Athletic Academic Services
- St. Edward’s University - Assistant Director of Annual and Individual Giving/ Development

**Facilities/Event Management**

- LPGA State Farm Classic - Tournament Operations Coordinator
- USA Swimming - National Events Coordinator
- Octagon Sports - Operations Coordinator, Events
- 2017 Solheim Cup - Tournament Operations Manager
- Rice University - Facilities and Event Management Coordinator
- University of Massachusetts - Assistant Manager for Building Operations

**Other Areas**

- University of Nebraska–Lincoln - Associate Vice Chancellor for Student Affairs/Director of Campus Recreation
- CBS Sports - Senior Director, Business Development/Sales

**Graduate Assistantships**

Each semester, the WIU Department of Kinesiology awards nine graduate teaching assistantships to qualified graduate students majoring in Kinesiology or Sport Management. Courses include general activity classes in aerobic conditioning, aerobic dance, badminton, basketball, golf, tennis, swimming, personal fitness, stress management, and volleyball. In addition, teaching assistants (TAs) teach undergraduate exercise physiology labs. TA assignments are based on a combination of
“The Sport Management Club has provided me with great opportunities to network with sport professionals and alumni. Interacting with these people has given me insight into my possible career options. The club trips link academic work and the working world of sports.”

— Naomi Hillsman, MS, May 2012

**Admission Requirements**

Application materials for students selecting the MS degree in Sport Management include:

- Completed graduate application
- Official transcripts from completed degree institution and, if applicable, from all other institutions attended
- Statement of intent (a minimum of 500 words and maximum of 1,000 words, typed and double-spaced)
  - Indicate why you want to attend graduate school, why you chose to apply to Western Illinois University, and what contribution you can make to the program.
  - Discuss your proposed area of academic emphasis, career aspirations, short and long term academic and professional goals, previous academic and work experiences, and interest in physical activity and sport.
- A current résumé
- Three letters of recommendation – A minimum of two must be written from an advisor and/or professor addressing applicant’s academic performance and/or potential for graduate school.
- International students whose native language is not English must have an overall TOEFL score of at least 90 (Internet based).

**GPA Requirement**

**Criteria for Full Admission Status**
- Minimum of 3.0 overall undergraduate GPA (four years) or a 3.2 overall GPA for the last two years of undergraduate study

**Criteria for Probationary Admission Status**
- Undergraduate GPA of 2.75 to 2.99
- Probationary students petition for full admission status after completion of 9 sht of Western graduate credit (must include either KIN 511 or KIN 512) with a minimum GPA of 3.0

For more detailed program and admissions requirement information, go to wiu.edu/coehs/kinesiology/graduate_programs.

**Contact Information**

For admissions process and general program information, contact the School of Graduate Studies, Western Illinois University, 1 University Circle, Macomb, IL 61455, (309) 298-1806, (877) WIU GRAD toll-free, Grad-Office@wiu.edu, wiu.edu/grad.

For specific program questions, contact Assistant Professor Algerian Hart, graduate coordinator, Department of Kinesiology, Western Illinois University, 1 University Circle, Macomb, IL 61455, (309) 298-1981, A-Hart2@wiu.edu, wiu.edu/kinesiology.

**Networking**

The professional development within the Sport Management arena begins the first day students walk onto Western’s campus. WIU’s Sport Management program, and the University, provide numerous opportunities for students to get involved in activities that will strengthen their professional network. The Sport Management Association is a catalyst for student networking development through organized events and social activities. In addition, association members are provided with opportunities for leadership roles and community engagement by organizing trips to meet with professionals in the sports industry, hosting sport management professionals for on-campus lectures, and engaging in fundraising activities.

**What Our Graduates Say**

Choosing the Western Illinois Sport Management graduate program was a paramount step to achieving an exciting career in the sport industry. Through this experience, I have enjoyed positions at both top-tier NCAA Division I institutions and at the professional level. Traveling the world as a media relations coordinator for the LPGA and now handling public and media relations for the University of Texas women’s basketball team have been made possible because of the education and hands-on experiences I received at Western.

— Ashley Cushman, MS, 2006

Assistant Media Relations Director, University of Texas