



WESTERN
ILLINOIS
UNIVERSITY

INTEGRATED BACCALAUREATE DEGREE IN SPORTS BROADCASTING (BA) AND MASTER OF SCIENCE IN SPORT MANAGEMENT

Higher Values in Higher Education
Academic Excellence • Educational Opportunity
Personal Growth • Social Responsibility

This program allows undergraduate students majoring in Sports Broadcasting to earn both a BA in Sports Broadcasting and an MS in Sport Management in five years. Typically, a baccalaureate degree requires four years to complete, and a master's degree requires an additional two years.

Central to the design of the integrated program is preparing students to become the next generation of leaders in the sport industry. As an undergraduate, students completing the Sports Broadcasting curriculum develop skills and acquire valuable practical and hands-on experiences in the area of media. As a graduate, students completing the Sport Management program develop a conceptual framework and knowledge of the sport industry that will enhance their skills to lead and construct careers within marketing, promotion, and reporting of sport.



Macomb Campus

Benefits of an Integrated Degree

Professionals in the sport industry seek graduates with strong media skills. The sport industry is trending in the area of broadcasting. Within the last few years, numerous Broadcasting graduates were accepted into Sport Management graduate programs to continue their studies. These individuals have been hired in athletic departments in a variety of jobs (e.g. athletic director, sports information, video coordinator). Based on feedback from professionals in the field who have served as internship supervisors for Sport Management graduate students, we have found the following:

- Students completing a graduate degree in this field increase their marketability especially in the area of international jobs in sport.
- The combination of a Sports Broadcasting undergraduate degree and a Sport Management graduate degree would be unique in the Midwest region.
- A program that provides students with increased practicum (field) experiences in a variety of different areas increases the ability for students to find good jobs.

Admissions Requirements

Currently enrolled WIU undergraduate students can apply to the program during their Junior year. Students are accepted into the program two times per year (Fall or Spring). Application materials are due October 1 (for Spring entry) or February 1 (for Fall entry).

Admission requirements include the following:

- Declared undergraduate major at WIU in Broadcasting with a Sports Broadcasting emphasis
- Application to the School of Graduate Studies (wiu.edu/grad/ apply)
- Personal Goals statement
- Three letters of recommendation
- Cumulative GPA of 3.25 or higher
- Completion of 60 semester hours (minimum of 30 SH at WIU)

Students who submit all of the application materials on time and meet admission requirements will be scheduled to complete an interview. Interviews are held in November (for Spring entry) and March (for Fall entry) and are conducted by a committee consisting of faculty representing the Sports Broadcasting and Sport Management areas. This committee will be responsible for determining if a student is accepted into the program.

Candidates will be identified and announced in December and April. Candidates not accepted are eligible to reapply the following semester.

Students will be fully admitted in the MS program in Sport Management upon completion of the following:

- Three Bridge (B-level) classes (minimum of 3.25 GPA in these three courses)
- Completion of the undergraduate degree in Sports Broadcasting with an overall GPA of 3.25 or higher



WIU Broadcasting/Sport Management Alumni

- Brock Wissmiller, Assistant Athletic Director for External Operations, Upper Iowa University
- Ryan Thomas, Sports Information Director, Ashford University
- Ben Winterrowd, Sports Information, Appalachian State University
- Sean Ingrassia, Broadcasting Instructor, Western Illinois University
- Matt Fischer, Sports Information, Western Illinois University

Award-Winning Program

Broadcasting students have received state and national recognition for their work. This type of acknowledgment is important to employers seeking students who can become productive when they reach the marketplace. In 2014, we had 13 finalists in the Students in Illinois News Broadcasters Association (SINBA) competition, which was the most of any school in Illinois. WIU took home the title of “Best Video Newscast” and “Best Soft TV News Program.” In the Intercollegiate Broadcasting System (IBS) competition, Broadcasting students were recognized as national finalists for four college radio awards. For the National Broadcasting Society (NBS) competition, we had 11 finalists. WIU grabbed the “Best Video Newscast” award, beating out the University of Oklahoma and the University of Florida. The National Academy of Television Arts and Sciences (NATAS) bestowed Honorable Mention awards to our students for “TV Newscast” and “General Assignment—Serious News,” and our sports productions received recognition in the Sports Video

Group “College Sports Media Awards.” We are proud of our students’ achievements!

Featured Alumni

You get a chance to see what it’s like on both sides of the coin with the two programs. As a broadcaster, I had a chance to work with members of media relations departments from schools around the nation, and it helped me gain better understanding what it meant to have that media member to media services relationship. Once I made the transition to our Sport Management program, I was able to learn more about the inner-workings of what it takes to be successful in the sports industry. Both programs have been vital to me in pursuing the career I have now, and I’m thankful that I had the chance to learn under both programs.

—Ryan Thomas, Sports Information Director,
Ashford University, BA ‘08, MS ‘11

The educational opportunities I was afforded at WIU through my Broadcasting and Sport Management studies allowed me to apply my classroom learning into real-world work immediately. The merging of broadcasting into the sports industry is ever present and a tangible part of the future growth of these industries. WIU thoroughly prepared me to manage that convergence and helped set me on my career path.

—Brock Wissmiller, Assistant Athletic Director for External
Operations, Upper Iowa University, BA ‘07, MS ‘09

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 undergraduate program questions, contact William Hoon, WG-Hoon@wiu.edu, Sallee Hall 306, (309) 298-1098. For specific graduate program questions, contact Algerian Hart, A-Hart2@wiu.edu, Brophy Hall, (309) 298-1981.