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 the degree in two years.

Curriculum

The 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 (4-6 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. Graduates pursue careers in school, college, or university settings; amateur or professional sport; and private or public sport businesses. In addition, as one of the oldest and most established Sport Management programs in the world, Western Illinois University has a rich network of alumni across the sports industry, who take pride in working with emerging professionals.

Our graduates are employed in the following positions:

- Director of Athletics – Western Kentucky University
- Director of Athletics – University of Illinois at Urbana-Champaign
- Vice-President of Sales & Marketing – Minnesota Vikings
- Associate Vice Chancellor for Student Affairs/Director of Campus Recreation – University of Nebraska–Lincoln
- Director of Athletic Facilities – Northwestern University
- Athletics Media Director – University of South Carolina
- Media Coordinator – NASCAR
- General Manager – Rio Grande Valley WhiteWings
- Senior Director, Business Development/Sales – CBS Sports
- Tournament Operations Coordinator – LPGA State Farm Classic
- National Events Coordinator – USA Swimming
- Associate Director of Communications – The Summit League
- Senior Vice President of Communications – Chicago White Sox
- Director of Marketing Partnerships – Chicago Sky WNBA
- Assistant Ticket Manager – Louisiana State University
- Operations Coordinator, Events – Octagon Sports
- Assistant Manager for Building Operations – University of Massachusetts
- Assistant Ticket Manager – Montana State University
- Assistant Director Enrollment Management – Arizona State University
- Account Executive – University of California at Berkeley
- Assistant Director of Athletic Communication – University of Iowa
- Director of Marketing Partnerships – Minnesota Vikings
- Assistant Ticket Manager – Montana State University
- Assistant Director Enrollment Management – Arizona State University
- Account Executive – University of California at Berkeley
- Assistant Director of Athletic Communication – University of Iowa

Graduate Assistantships

Each semester, the 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 interest, experience, and schedule. Selection of the recipients for these awards is a competitive process.

In addition, Sport Management students often receive graduate assistantships through other offices on campus. If you are interested...
in applying for one of these other types of assistantships, you will need to contact the appropriate office for more information.

Western Illinois University is an Affirmative Action and Equal Opportunity employer with a strong commitment to diversity. In that spirit, we are particularly interested in receiving applications from a broad spectrum of people, including, but not limited to, minorities, women, and individuals with disabilities. WIU has a non-discrimination policy that includes sex, race, color, sexual orientation, gender identity and gender expression, religion, age, marital status, national origin, disability, and veteran status.

Networking
The first day you walk onto Western’s campus your professional development within the Sport Management arena begins. The people you meet in your classes will be your colleagues in the future. Our 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 in student networking development through organized events and social activities. In addition, association members are provided 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

Admission Requirements
Application materials for students selecting the MS degree in Sport Management include the following:
• 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 nine Western graduate credit hours (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 Dr. 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.