



WESTERN MICHIGAN UNIVERSITY

Gogebic Community College

Fall 2016

WMU Curriculum Guide for Recreation - Sport Management Concentration

Program description and notes:

- This program resides in the Human Performance and Health Education (HPHE) department of the College of Education and Human Development at WMU;
- The Sport Management concentration prepares students for roles in sport organizations on the interscholastic, intercollegiate, professional, and recreational levels;
- Job functions in the sport industry include facility management, sport promotion and marketing, sport media, customer or community relations, sport sponsorship, licensing, sport information, and sport law among others;
- This program requires an approved minor from the following choices:
 - Coaching
 - Event Management
 - Communication
 - Journalism
 - General Business
 - Students may also petition the Sport Management Program Coordinator to approve another minor;
- Near the end of your coursework, a 600 hour internship will be required which may be completed in Kalamazoo or with any sport organization in the world;
- Please contact the advisor for Sport Management at the address listed below, if you have questions about this major. You can also visit the WMU Recreation: Sport Management website;
- It is recommended that the internship be completed during the student's senior year.

The following courses can be taken at GCC:

WMU courses

BUS 1750

HPHE 1110

GCC equivalent courses

BUS 101

PED 213

Related electives – minimum of 12 credits required (depending on approved minor):

The electives in this program allow for student flexibility in preparing for employment in any of the different areas in the field of recreation and sport.

ACTY 2100

ACC 201

COM 1040

SPE 101 or 111

ECON 2010

ECO 202

MKTG 2500

BUS 210

HPHE 1810

HED 103 or PED 103 or 202 or 203

- There are sixteen approved elective choices at WMU. We have listed the five choices above because we know that they transfer to WMU.

General Education Requirements:

- The following link can be used to select [general education courses](#) that are required by WMU;
- No foreign language is required for this major. For students who may be interested in languages, there are many elective requirements that may be filled by a language;
- A minimum of 122 credits are required for graduation from WMU.

Contact information:

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Department of Human Performance and Health Education

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(269) 387 – 2697

Or

College of Education and Human Development Advising Office

wmich.edu/education/advising

(269) 387 – 3474

(for general education advising)