



## **Rationale Statement for Sports Management Minor**

The Department of Athletics, Health and Physical Education (AHPE) has identified a need and opportunity to develop a Sports Management Minor at the University of Mary Washington. This decision has come from feedback from prospective students who attended Admissions Open House Events, surveys from admissions, and prospective student athletes who choose to attend other institutions because UMW doesn't offer Sports Management. The addition of this minor will address an opportunity to attract new students to UMW who may want to supplement their major which will enhance their overall experience at Mary Washington.

The proximity of the University of Mary Washington to both Washington DC and Richmond, VA provides a wide range of internship possibilities with professional, semi-professional and collegiate sporting organizations.

The core courses for the minor could be offered in the summer sessions starting the summer of 2016, this would help increase enrollment for both summer sessions and the opportunity for our 2017 graduates to complete this minor. The proposed course offerings are listed below for both the regular semesters and summer session offerings.

### **CORE COURSES for Sports Management Minor: (18 credits)**

IDIS 130 – Intro to Sports Management (Fall)

IDIS 230 – Sports Law (Fall)

\*BUAD 300 – Principles of Management (every semester)

\*IDIS 301 – Sports Psychology (PR is PSYC 100) (Fall)

BUAD 310 – Principles of Marketing (PR is ECON 201 or ECON 202) (every semester)

PHYD 330 – Event & Facility Management (PR IDIS 130) (Spring)

PHYD 499 – Internship (PR PHYD 330) (every semester –starting Fall 2016)

\*Students will choose one of these courses to fulfill the core courses.

### **FAST TRACK Sports Management Minor involving Summer Courses beginning 2016:**

#### Summer Session I (May-June)

IDIS 130 Intro to Sports Management

BUAD 310 Principles of Marketing or BUAD 300 Principles of Management

#### Summer Session II (June-July)

PHYD 330 Facility & Event Management

IDIS 230 Sports Law (also offered in Fall 2016)

#### Fall 2016

IDIS 301 Sport Psychology

PHYD 499 Internship

The Class of 2017 could complete this minor before graduation.

## **Sports Management Salaries and Career Outlook in Virginia**

A majority of students with an education in sports management pursue a career as a sports manager. There are job opportunities for students with a background in sports management. Recent data\* (2011) shows there are about 27,870 sports managers in Virginia. This number is projected to increase to 30,480 by the year 2018. This indicates a 9% change in the number of sports managers in Virginia.

Sports Managers in Virginia can expect to earn is anywhere from \$44,088 to \$121,325 per year. The median salary for sports managers is \$78,952 per year in Virginia. There are an estimated 156 students graduating from sports management schools every year in Virginia.

\*<http://www.educationnews.org/career-index/sports-management-schools-in-virginia/>

Below is a list of institutions in DC, MD and VA that offer Sports Management as either a minor, major, or masters' degree:

**PROGRAMS IN WASHINGTON DC:**

- DC [George Washington University](#) ✓✓
- DC [Georgetown University](#) ✓
- DC [Howard University](#) ✓
- DC [The Catholic University of America](#) ✓

- See more at:

[http://www.nassm.com/InfoAbout/SportMgmtPrograms/United\\_States#sthash.N7KFba4R.dpuf](http://www.nassm.com/InfoAbout/SportMgmtPrograms/United_States#sthash.N7KFba4R.dpuf)

**PROGRAMS IN MARYLAND:**

- Maryland [Bowie State University](#) ✓
- Maryland [Mount St. Marys University](#) ✓
- Maryland [Towson University](#) ✓
- Maryland [University of Maryland](#) ✓

- See more at:

[http://www.nassm.com/InfoAbout/SportMgmtPrograms/United\\_States#sthash.N7KFba4R.dpuf](http://www.nassm.com/InfoAbout/SportMgmtPrograms/United_States#sthash.N7KFba4R.dpuf)

**PROGRAMS IN VIRGINIA:**

- Virginia [Averett University](#) ✓
- Virginia [George Mason University](#) ✓✓
- Virginia [Hampton University](#) ✓
- Virginia [James Madison University](#) ✓✓
- Virginia [Liberty University](#) ✓✓
- Virginia [Liberty University Online](#) ✓
- Virginia [Lynchburg College](#) ✓
- Virginia [Old Dominion University](#) ✓✓
- Virginia [Virginia Commonwealth University](#) ✓
- Virginia [Virginia State University](#) ✓

- See more at:

[\*\*http://www.nassm.com/InfoAbout/SportMgmtPrograms/United\\_States#sthash.N7KFba4R.dpuf\*\*](http://www.nassm.com/InfoAbout/SportMgmtPrograms/United_States#sthash.N7KFba4R.dpuf)

One ✓ signifies an undergraduate program IN Sports Management. Two ✓✓ signifies an undergraduate and graduate program in Sports Management at their institution.

### **IMPACT STATEMENT:**

There are no new financial resources required for this MINOR PROGRAM. Faculty currently on staff would be assigned to teach the courses. The plan is to begin offering the first course in fall 2015 (IDIS 230: Sports Law). The University of Mary Washington library and its online databases contain sufficient material for research options to support this minor. Additionally, the core courses for this minor involve utilizing guest speakers, but speakers will be limited to those who do not seek remuneration. In fact, due to the interdisciplinary aspect of this minor, it is possible that a UMW professor from a variety of departments may be invited to be a guest speaker on occasion in a variety of the core courses.

### **CATALOG COPY:**

The minor in Sports Management is designed to give students the opportunity to complement a major program of study with a concentration of courses in sports management. These courses will provide students with desirable credentials which will enhance future employment opportunities. They will be introduced to the basic principles of management, marketing, law, finance, and ethics in sport. Students will have an opportunity to apply the basic principles to practical situations in the sport management industry: facility and event planning, budgeting, and facility operations for the professional, semi-professional, and collegiate sports venues. Students completing this minor will be equipped for graduate level inquiry and relevant careers in sports management.

#### **Requirements for the Sports Management Minor**

Eighteen (18) credits from the following list of courses:

##### **Core Courses:**

IDIS 130 Intro to Sports Management

IDIS 230 Sports Law

BUAD 310 Principles of Marketing

PHYD 330 Event and Facility Management

PHYD 499 Sports Management Internship

PLUS one of the following courses: BUAD 300 or IDIS 301