

BUSINESS ADMINISTRATION

SPORT MANAGEMENT

ASPIRE

EXPERIENTIAL MAJOR MAP

SPORT MANAGEMENT RETURN ON INVESTMENT

Build a career at the intersection of business and sports.

The sports industry relies on professionals who understand leadership, marketing, operations, and event management. West Liberty University's Sport Management concentration prepares students for careers in one of the world's most exciting industries through hands-on experiences, industry partnerships, and a strong foundation in business and sport administration.

THE WHO...

- Event & Operations Leaders
- Sports Industry Enthusiasts
- Future Academic Administrators
- Marketing & Fan Engagement Professionals
- Community & Recreation Advocates

THE SKILLS ...

- Sport Industry & Organizational Management
- Sport Marketing & Fan Engagement
- Leadership, Events & Ethics
- The legal aspect of sports

THE JOBS ...

- Athletic Department Admin.
- Event or Facility Manager
- Sports Marketing or Promotions Coordinator
- Social Media Coordinator
- Recreation or Community Sports Director

WHAT YOU'LL LEARN

Graduates are prepared for opportunities throughout the sports industry, including collegiate athletics, professional sports, recreation, event management, sport marketing, and facility operations. The program equips students with business acumen and sport-specific expertise that support advancement into leadership and management positions. The Sport Management concentration combines practical experience, industry exposure, and business knowledge to help graduates enter the workforce with confidence.

HILLTOP ADVANTAGE

The Hilltop Advantage is a structured, student-centered approach that ensures every student graduates with not only a degree, but also meaningful experiences, career-ready skills, and a clear post-graduation plan.

THE PROGRAM

- Industry- Relevant Curriculum
- Experienced Faculty
- Hands-On Learning Opportunities
- Personalized Support
- Career-Focused Preparation
- MBA Fast Track Option

College of Business - Sport Management

ASPIRE	FIRST YEAR	MIDDLE YEARS	LAST YEAR	GRADUATE PROGRAMS
A ACADEMIC MASTERY	- Complete foundational coursework - Develop an understanding of the sport industry, including professional, collegiate, amateur, and recreational sports. - Build foundational skills in communication, leadership, and business problem-solving. - Explore ethical and social issues in sport	- Complete advanced coursework - Integrate business, leadership, and sport-specific knowledge. - Analyze complex issues facing sport organizations. - Apply data-driven decision-making and strategic planning techniques.	- Complete advanced and integrative coursework - Demonstrate mastery of sport business and management concepts. - Integrate leadership, finance, marketing, and operations knowledge to address real-world sport industry challenges	Master of Business Administration (MBA)
S SELF- DISCOVERY & STRENGTHS	- Explore sport management career pathways - Complete career and strengths assessments. - Reflect on personal interests in sports, leadership, business, and community engagement. - Identify preferred areas within the sport industry	- Clarify professional interests and sport industry career goals. - Develop a professional identity within the sport industry. - Assess strengths as a leader, organizer, and problem solver. - Explore graduate education or professional certification opportunities	- Articulate professional strengths, values, and career aspirations. - Develop a personal leadership philosophy. - Create a five-year professional development plan. - Reflect on growth as a sport industry professional and leader	Industry Sectors - Professional Sports and Athletics - Collegiate and Educational Institutions - Sports Marketing, Media and Management
PI PROFESSIONAL PREPARATION INTEGRATIVE & EXPERIENTIAL LEARNING	- Create a professional résumé, LinkedIn and TeamWork Online profile. - Attend sport industry guest speaker events and career panels. - Conduct informational interviews with sport professionals. - Volunteer at campus, community, or youth sporting events. - Begin developing a professional portfolio of experiences	- Complete a sport management internship - Manage or coordinate sport events and promotions. - Participate in consulting projects with sport organizations. - Develop a professional portfolio highlighting experiences and accomplishments. - Gain experience using sport analytics and management software tools	- Complete a capstone consulting, event management, or strategic planning project. - Present recommendations to sport organizations, faculty, or the community. - Finalize a professional portfolio and résumé. - Secure employment, graduate school admission, or advanced professional opportunities. - Pursue professional development through certifications and industry training programs.	Career Opportunities - Athletic Department Administration - Event or Facility Manager - Sports Marketing or Promotions Coordinator - Social Media Coordinator - Recreation or Community Sports Director
RE RELATIONSHIPS & LEADERSHIP ENGAGEMENT & WELL-BEING	- Join sport management, business, or leadership student organizations. - Build relationships with faculty mentors and peers. - Attend athletic events and engage with the campus community. - Develop effective time management, teamwork, and wellness habits	- Serve in leadership roles within student organizations. - Mentor underclassmen interested in sport management careers. - Attend regional and national sport management conferences. - Expand professional and alumni networks	- Strengthen mentoring relationships with faculty and industry professionals. - Participate in professional organizations such as: - North American Society for Sport Management (NASSM) - National Intramural Recreation and Sports Association (NIRSA) - Develop strategies for maintaining career success, personal and wellness	