

## CC Report Addendum

### MOTION 5: Sports Management Minor

#### **CC Motion 3: Approve the creation of a minor in Sports Management administered by the Kinesiology, Sport and Wellness Department.**

Sports Management Minor Course Sequence:

- 1) Required (3 courses – New Courses)
  - PETH 280 Foundations of Sports Management – 1 Course offered each semester
  - PETH 310 Planning, Design, and Event Management in Sports & Recreation – 1 Course - offered each fall
  - PETH 315 Marketing and Public Relations for Sports & Recreation – 1 Course – offered every spring
  
- 2) Electives (3 courses) – one class must be taken from one of the asterisk courses found in the Kinesiology, Sport and Wellness Department or Psychology Department – the remaining two courses can be from other asterisked courses or non-asterisked courses found outside the Kinesiology, Sport and Wellness Department.
  - \*PETH 290 Introduction to Coaching – 1 Course – offered fall/alternate years
  - \*PETH 320 Organization & Admin of Athletic Education – 1 Course - offered Spring/alternate years
  - \*PETH 397 Internship – Sports Management -1 Course – offered each semester (PRE-REQ PETH 289)
  - \*PSYC 380 Sports & Exercise Psychology – 1 Course – offered each spring
  
  - ECON 100 Intro to Economics – 1 Course – offered each semester
  - ACC 112 Accounting & Decision Making – 1 Course – offered each semester
  - ACC 212 Accounting & Decision Making II – 1 Course – offered each semester (PRE-REQ ACC 112)
  - FIS 303 Financial Management – 1 Course – offered each semester (PRE-REQ ACC 112)
  - BUS 331 Marketing: Principles & Mgmt. – 1 Course – offered each semester (Consent of Dept. Chair)
  - BUS 341 Organization & Mgmt. – 1 Course – offered each semester (Consent of Dept. Chair)
  - BUS 355 Business Law I – 1 Course – offered each semester (Consent of Dept. Chair)

## **Rationale from Norm Eash**

An undergraduate minor degree in Sports Management will provide an opportunity to increase enrollment for Illinois Wesleyan University, while providing our students experiential learning opportunities in management of sports, which is a fast, growing and desirable field. The Sports Management minor is designed to provide students with the opportunity to develop expertise in business management with an orientation toward the world of sports. As sports have evolved into an integral part of the American Culture, the operations of sport programs have become more sophisticated and complex. People assigned to the responsibility for the management of sport programs and facilities must become familiar with sports activities and also be effective as business professionals.

### **The Sports Management Minor Degree is designed:**

- 1) To prepare students to become effective managers and leaders in the sports management industry.
- 2) To help students analyze critical factors that drive the sports management industry.
- 3) To help students apply knowledge of current sports management programs and opportunities.
- 4) To allow students to develop valuable skills in communication, problem solving and management.
- 5) Prepare students to become innovators in the sports management field.
- 6) To help students to develop independence and positive self-image.
- 7) Prepare students to have an understanding of fundamentals involving management, facilities, marketing, and other aspects that coincide with the field of sports management.
- 8) Help students understand the opportunities, responsibilities and difficulties in the sports industry field.

This minor is designed to be flexible enough to allow students majoring in other disciplines (ex. Economics, Marketing, Business, Accounting, International Business, Political Science, Psychology, Health Promotion and Fitness Management) to be able to reasonably combine this minor together with their major.

### **Sports Management Careers:**

Sports Marketing	Student Athlete Academic Coordinator	Sports Agent
Development & Fundraising	Sports Management Academia/Research	Color Commentating
Coaching	Entrepreneur	Recruit Services
NCAA Compliance	Student Athlete Career Services	General Manager for
Ticket Operations	Collegiate Recruiter	Professional Team

Ticket Sales	Game Day Operations	Sponsorship Sales
Account Executive	Media Relations	Team Operations
Facility/Event Management	Social Media Marketing Coordinator	

### **Staffing Needs:**

The proposal to offer a minor degree in Sports Management would be resource neutral. No additional faculty or funds would be required to offer the program. Classes in this minor would be taught by existing faculty in various departments at Illinois Wesleyan including Kinesiology, Sport & Wellness; Accounting; Finance and Business Administration.

The new courses (Foundation of Sports Management; Planning, Design & Event Management in Sports & Recreation; Marketing & Public Relations for Sports & Recreation) would be taught by faculty members within Kinesiology, Sport & Wellness who have degrees in sports management.

### Faculty within Kinesiology, Sport & Wellness Department that are eligible to teach classes:

**Kim Nelson-Brown** – Masters of Science Sports Management – Eligible to teach PETH 315 Marketing & Public Relations for Sports and Recreation

**Tiffany Prager** – Masters of Science Sports Management – Eligible to teach PETH 310 Planning, Design & Event Management in Sports & Recreation

**Dennis Martel** – Masters of Science Sports Management – Eligible to teach PETH 280 Foundation of Sports Management

**Kyle Schauls** – Masters of Science Sports Management – Eligible to teach PETH 310 Planning, Designing & Event Management in Sports & Recreation

**Tony Dulak** – Masters Educational Leadership – Eligible to teach PETH 280 Foundations of Sport Management

**Norm Eash** – Masters of Educational Administration – Eligible to teach PETH 280 and PETH 315

In order to accommodate the new classes, there would be a restructuring of course assignments for current faculty. In our department, every faculty member has a teaching load of seven activity courses per year. If a faculty member teaches a theory course in our major and minor programs, it counts as two activity courses. We are in the process of evaluating enrollment numbers in the various activity courses offered and, due to the

declining student enrollment, we anticipate offering fewer activity classes. In addition, we will be adding a new faculty position due to the fact that Illinois Wesleyan will be supporting a new varsity sport of Men's Volleyball. The coach who will be hired to run the men's volleyball program will have faculty status and will be required to teach in the Kinesiology, Sport & Wellness Department. This person will teach activity courses, which will allow current faculty to be assigned the new theory courses that will be part of the Sports Management Minor. We will be using our staff resources in an efficient and effective way, while being resource neutral.