

# Sport Management

B.A. | Bachelor of Arts in Sport Management

[nwcsiowa.edu/kinesiology](http://nwcsiowa.edu/kinesiology)

## Focus on faith

A Christian perspective is central to everything we do at Northwestern. It's what sets us apart from colleges where faith is on the margins or missing altogether. As a sport management major, you'll engage athletics through a biblical lens, seeing sport as a means to glorify God and serve others.

## On track for success

In addition to studying strategic management, ethical issues in sport, and leadership skills, Northwestern sport management majors pursue a specialized track in **business, leadership, or media + marketing**.

- ✓ **Business:** Focuses on skills needed for event and operational management, as well as entrepreneurship
- ✓ **Leadership:** Designed for students interested in sports instruction, coaching and athletic administration
- ✓ **Media + marketing:** Emphasizes sports information, visual media production and marketing practice

## Expert profs + mentors

Learn from professors who are experienced teachers, coaches and athletic administrators. They hold graduate degrees in sport management, exercise physiology and physical education—and each is committed to your success in whatever area of athletics you pursue.

## Standout internships

Our Compass Center for Career & Calling will help you find impressive internships with teams and organizations like Sioux Falls Stampede (SD), Chicago Sport and Social Club (IL) and NAIA (Kansas City, MO).



### 100% placement

100% of recent sport management grads found a job or started grad school within six months of graduation.



### Class in coaching

NWC's coaching endorsement meets requirements for the state of Iowa.



### Field experience

Intern with a semi-professional sports team, volunteer at a national tournament, or shadow an athletic director.

## Outcomes

A sport management degree affords a variety of career options—including event coordination, promotions, sports information and administration. Join our standout sport management alumni in roles such as:

- Inside sales representative, San Diego Padres, CA
- Assistant athletic director for development, South Dakota State University, Brookings, SD
- Player development professional, Medina Golf & Country Club, Medina, MN
- Athletic facilities assistant, Lake Forest College, Morton Grove, IL

## Sport Management

### Fall 2023

| Course # | Course                           | Credits | Offered |
|----------|----------------------------------|---------|---------|
| KIN182   | Introduction to Sport Management | 3.0     | FA & SP |
| BUS200   | Principles of Marketing          | 2.0     | FA & SP |
| BUS201   | Principles of Management         | 2.0     | FA      |
|          |                                  |         |         |
|          |                                  |         |         |
|          |                                  |         |         |
|          |                                  |         |         |
|          |                                  | 7.0     |         |

### Spring 2024

| Course # | Course                             | Credits | Offered |
|----------|------------------------------------|---------|---------|
| KIN229   | Leadership in Sport Management     | 3.0     | SP      |
| ACC215   | Principles of Financial Accounting | 4.0     | FA & SP |
|          |                                    |         |         |
|          |                                    |         |         |
|          |                                    |         |         |
|          |                                    |         |         |
|          |                                    |         |         |
|          |                                    | 7.0     |         |

### Fall 2024

| Course # | Course                         | Credits | Offered |
|----------|--------------------------------|---------|---------|
| KIN241   | Directed Field Experience I    | 1.0     | FA & SP |
| CSC120   | Bus Data Analysis/Spreadsheets | 2.0     | FA & SP |
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|          |                                |         |         |
|          |                                |         |         |
|          |                                |         |         |
|          |                                | 3.0     |         |

### Spring 2025

| Course # | Course                        | Credits | Offered |
|----------|-------------------------------|---------|---------|
| CSC130   | Bus Data Management/Databases | 2.0     | SP      |
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|          |                               |         |         |
|          |                               |         |         |
|          |                               |         |         |
|          |                               | 2.0     |         |

### Fall 2025

| Course # | Course                       | Credits | Offered |
|----------|------------------------------|---------|---------|
| KIN341   | Directed Field Experience II | 1.0     | FA & SP |
| KIN360   | Sport in Societies           | 4.0     | FA & SP |
|          |                              |         |         |
|          |                              |         |         |
|          |                              |         |         |
|          |                              |         |         |
|          |                              |         |         |
|          |                              | 5.0     |         |

### Spring 2026

| Course # | Course                            | Credits | Offered |
|----------|-----------------------------------|---------|---------|
| KIN320   | Legal and Ethical Issues in Sport | 3.0     | EVN SP  |
| MAT117   | Applied Stats for Management      | 3.0     | SP      |
|          |                                   |         |         |
|          |                                   |         |         |
|          |                                   |         |         |
|          |                                   |         |         |
|          |                                   |         |         |
|          |                                   | 6.0     |         |

### Fall 2026

| Course # | Course                         | Credits | Offered |
|----------|--------------------------------|---------|---------|
| KIN450^  | Senior Seminar: Moving Forward | 2.0     | FA & SP |
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|          |                                |         |         |
|          |                                |         |         |
|          |                                |         |         |
|          |                                |         |         |
|          |                                | 2.0     |         |

### Spring 2027

| Course # | Course                     | Credits | Offered |
|----------|----------------------------|---------|---------|
| KIN415   | Topics in Sport Management | 2.0     | ODD SP  |
| KIN417   | Internship                 | 4.0     | FA & SP |
|          |                            |         |         |
|          |                            |         |         |
|          |                            |         |         |
|          |                            |         |         |
|          |                            |         |         |
|          |                            | 6.0     |         |

^Or BUS403 Strategic and Ethical Management

\*Students must also complete 14 credits in one of the 3 sport management options (Business, Leadership, Media/Marketing).

\*\*\*This is a GUIDE - Class days, times and offerings may change and conflict with each other, in which case adjustments would need to be made.