



UNIVERSITY OF WISCONSIN WHITEWATER

ACADEMIC ASSESSMENT

SPORT MANAGEMENT MINOR

MISSION STATEMENT

The Sport Management minor will enable students to understand and develop knowledge of event management, budget/finance, marketing, sponsorship, program development, risk management and managerial leadership. This minor couples in-class experiences and field study to prepare students for future employment in the sport industry.

STUDENT LEARNING OUTCOMES

Student learning outcomes (SLOs) are statements of what a student will know or be able to do when they have completed a program. They represent the knowledge and skills a program has determined are most important for students to gain from that program. The most useful SLOs are specific and measurable so the program can accurately assess the degree to which students have achieved each outcome, and they align with college and institution mission and values. Data on achievement of SLOs is used to make improvements in the program and increase student success.

Upon completion of the Sport Management minor, students will be able to:

- Understand the history of the sport industry to inform future practice (History)
- Understand the global influence of the sport industry and apply this to future practice. (Global Influence)
- Identify and explain different marketing and promotion methods in the sport industry. (Marketing and Promotion)
- Recognize the financial impact that marketing has within the sport industry. (Financial Management, Marketing and Promotion)
- Understand the multifaceted process of short and long range event planning. (Event Planning)
- Develop a strategic event management plan including a comprehensive operating budget and post event assessment plan. (Strategic Planning, Financial Management)
- Understand what risk management is and how risk management plans can be incorporated to improve sport and recreation organizations. (Risk Management)

- Apply elements of Title IX regulations to sport and recreational activity. (Risk Management)
- Define the nature and importance of effective supervision, appropriate selection and conduct of activities, and safe environmental conditions. (Risk Management, Safety)
- Understand the economic and financial aspects of the private and commercial recreation/sport industries. (Financial Management)
- Understand the importance of public relations, social media, and promotional efforts in the sport and recreation industry. (Marketing and Promotion)
- Apply basic sponsorship development principles to develop a sponsorship and funding proposal for an organization of choice. (Sponsorship)
- Recognize proper risk management, operation and maintenance protocols. (Facility Management)
- Consider necessary facility accommodations for special populations. (Facility Management and Design)
- Design and develop a comprehensive facility master plan. (Facility Planning)
- Provide a positive learning environment that is appropriate to the characteristics of the athletes and goals of the program. (Field Study)
- Use effective communication skills to enhance individual learning, group success, and enjoyment in the strength training experience. (Field Study)