

# Washington State University

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## College of Education

### Sport Management Program

#### Program overview

Sport Management program is focused on the management and administration of the sport and recreation industry, and includes, but is not limited to, content in the areas of sport management, sport marketing, sport law, sport economics and finance, sport communication, sports studies, and athletic administration.

#### Mission

The mission of the Sport Management Graduate Program is to prepare students for a variety of careers as managers/administrators in the sport industry and for further graduate study in sport management, and to conduct research aimed at developing the body of knowledge in sport management.

#### Student learning outcomes

Student learning outcomes for the Sport Management graduate program include the ability to:

1. Incorporate an understanding of ethical, legal, and socio-cultural issues in managerial decision making and policy determinations in sport;
2. Employ sound principles of strategic planning, financial management, risk management, and human resource management in sport;
3. Apply fundamental knowledge and practical understanding of sport marketing, communication, and event management principles;
4. Utilize critical thinking and abstract reasoning skills in analyzing sport management issues and in managerial planning and decision making;
5. Demonstrate information literacy and oral, written, and group communication skills;
6. Develop research skills and utilize sound theoretical frameworks relevant to the different aspects of the sport industry.