Sport Management

Bowling Green State University

School of Human Movement, Sport, and Leisure Studies
* 419-372-7234 *

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Sport Management

What is Sport Management?
Sport Management deals with the business side of sport. Those who work in this field are responsible for running and/or handling the marketing, finance, leadership, organization, facility management, event management, law, promotions, and so forth of the sport organization. It is important to remember that when you work in sport while everyone else is enjoying the event, you are working the event.

About the BGSU Sport Management program:
Bowling Green State University's Sport Management Program is one of the largest and most diversified undergraduate sport management programs in North America. It has an excellent national and international reputation for producing outstanding professionals. The program prepares students for a variety of sport related careers.

BGSU Sport Management Program Mission Statement:
The mission of the Sport Management Division is to have an impact on the management of the sport enterprises through initiating, innovating and researching. This involves providing students with appropriate coursework and field experiences, assisting students in acquiring high levels of competence, encouraging volunteerism, emphasizing diversity, promoting intellectual inquiry, and developing sound professional ethics.

Facts about BGSU Sport Management:
• Established 1980
• COSMA Accredited Program
• Curriculum Allows Specialization
• Large Program -- Approximately 500 Students
• Class Sizes = 30 - 40 Students
• Faculty Closely Advise Students
• Faculty Are Active Scholars & Consultants
• Alumnae/i Like Us And Stay In Touch
Sport Management

Bachelor of Science in Education and Human Development

Program Overview:
The major involves a rigorous interdisciplinary curriculum that critically examines the sport business and culture. Our commitment is to make positive changes in the way sport is managed.

The major involves two components: 1) core courses taken by all sport management majors; and 2) a required minor of the student’s choice which provide opportunities for students to focus on a particular career interest.

Sport Management Core Courses
- Introduction to Sport Management
- Introduction to Research in Sport Management
- History and Philosophy of Sport
- Sport and Event Promotion
- Sport and Event Management
- Sport and Public Assembly Facilities
- Legal Aspects of Sport and Recreation
- Managing Revenues & Expenditures in Sport Enterprise
- Practicum
- Internship

Sport Foundation Courses (select 2)
- Psychological Aspects of Exercise and Fitness
- Sport and Gender
- Sociology of Sport
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Bachelor of Science in Education and Human Development

Course Summaries:

SM 2010: Introduction to Sport Management: Basic concepts of sport management; career preparation; professional opportunities.

SM 2140: Introduction to Research in HMSLS: Identification and evaluation of research problems; interpretation of research in sport management, exercise science, human movement science, leisure, and athletic training; basic statistical analysis and interpretation.

SM 2210: History and Philosophy of Sport: Major historical and philosophical developments in sport.

SM 3010: Sport and Event Management: Processes for managing sport and event enterprises. Roles and skills used by sport and event managers.

SM 3050: Sport and Event Promotion: Fundamental promotional principles used in marketing sport and event services and products. Focus on strategies of information-based promotional campaigns related to sport and event management.

SM 3650: Foundations of Sport Psychology: Nonclinical approach for athletes, teachers and coaches regarding the role of psychological aspects of human behavior as it affects performance in sport and physical activity; psychological well-being, interpersonal skill development and fitness adherence also emphasized.

SM 3660: Psychological Aspects of Exercise and Fitness: Psychological considerations of exercise and fitness, psychological techniques to enhance adherence to fitness/rehabilitation programs and to enhance coping with exercise related injury.

SM 3750: Sport and Public Assembly Facilities: Designing, planning, managing public and private sport and other public assembly facilities.

SM 3870: Practicum in Sport Management: Under supervision of sport management division of school of HMSLS, petitioning required before registration; credit hours approved separately by program area.

SM 3900: Legal Aspects of Sport and Recreation: Negligence liability; control of amateur, professional and school sport; violence/crowd control; product liability; risk management; selected current issues.

SM 4250: Sport and Gender: Cultural, social-psychological and physiological considerations associated with gender and participation in sport and physical activity.

SM 4500: Managing Revenues and Expenditures in Sport Enterprise: Focuses on generating revenue and supervising spending in sport organizations. Special attention is given to resource management and operations unique to the sport environment.

SM 4890: Internship in Sport Management: Field experience for sport management and ATCM majors only. Petitioning required before registration.
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Faculty Overview

Dr. Bonnie Berger, Professor
Dr. Berger has an Ed.D. and a M.A. specializing in human movement science from Columbia University, as well as a B.S. in physical education and English from Wittenberg University. She teaches undergraduate courses in exercise psychology, sport psychology, and lifetime fitness and psychological well-being. Dr. Berger’s research interests include physical activity and mood alteration, and exercise characteristics that might maximize the benefits; the use of physical activity for stress management; and factors influencing sport and exercise initiation, adoption, and adherence. Dr. Berger is a certified consultant with the Association of Applied Sport Psychology.

Dr. Sungho Cho, Assistant Professor
Dr. Cho earned his law degree from the Arizona State University and his Ph.D. in sport management from the University of Connecticut. His research interests include incorporation of social science methodology in legal paradigm, application of legal methodologies in social science research, use of consumer survey data in trademark litigation, antitrust context and unfair trade practice implications in sport business, and legal implications in sport brand management.

Dr. Vikki Krane, Professor
Dr. Krane earned her Ph.D. and M.S. in exercise and sport science focusing on sport psychology from the University of North Carolina, Greensboro and the University of Arizona, respectively. Dr. Krane also holds a B.A. in psychology from Denison University. Her research interests include feminist sport psychology, LGBT experiences in sport, and athlete body image. Dr. Krane teaches classes in social psychology of sport, applied sport psychology, and sport and gender.

Dr. Heather Muir, Lecturer
Dr. Muir earned her Ph.D. in sport administration from the University of Northern Colorado. She holds two masters degrees in sport management (from Minnesota State University, Mankato) and library and information studies (from University of Wisconsin) and an undergraduate degree in history from Augsburg College. Dr. Muir’s research interests include media portrayals of athletes, fan motivation/behavior, women's ice hockey, and women in non-traditional sports. She teaches courses in introduction to sport management, history & philosophy of sport, and research methods.
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Faculty Overview

Dr. Amanda Paule-Koba, Associate Professor
Dr. Paule-Koba received her Ph.D. in the sociology of sport from Michigan State University and her M.S. and B.S. degrees in sport studies and sport organization from Miami University. Dr. Paule-Koba also worked in the sport industry as the communications coordinator for the Anthony Muñoz Foundation and ProCamps in Cincinnati, Ohio. Her research areas include issues in intercollegiate athletics (such as academics and recruiting), Title IX, and gender equity. She teaches courses in sport and event management and sport and gender.

Dr. Ray Schneider, Associate Professor
Dr. Schneider earned his Ph.D. in sport management from Florida State University. He also holds a M.S. in administration and a B.S. degree in business from Central Michigan University. Before beginning his academic career, Schneider was the co-owner of a sport collectibles business that assisted in securing fund-raising activities for non-profit organizations. Dr. Schneider teaches courses related to sport facilities and college athletes.

Dr. Nancy Spencer, Associate Professor
Dr. Spencer holds a Ph.D. in kinesiology from the University of Illinois, a M.A. in physical education from Kent State University, and a B.A. in sociology from Trinity University. Her research interests include autoethnography, critical race theories, feminist, and poststructuralist analyses in the making of celebrity in professional women’s tennis. Dr. Spencer teaches courses relating to sport and society and the sociology of sport.

Dr. David Tobar, Associate Professor
Dr. Tobar received his Ph.D. and M.S. in Kinesiology with a specialization in sport and exercise psychology from the University of Wisconsin – Madison and his B.S. in kinesiology and physical education from California State University, San Bernardino. Dr. Tobar’s research interests include personality and well being in athletes, exercisers, and sport fans, and he is the Co-Director of the Exercise and Sport Psychology Laboratory.
Sport Management Field Experiences

Sport Management students must complete one practicum and one internship (field experiences). These field experiences are designed to involve students in a professional environment outside the classroom. Field experiences are carefully selected by the students and approved by their academic advisor and the sport management field experience coordinator. During the semester in which students are registered for the field experiences, they are obligated to pay full BGSU tuition and fees.

The practicum is a 3-5 credit-hour experience in which students will work 3 hours for every one hour of practicum credit they registered for prior to the practicum. For instance, if a student registered for 3 credit hours of practicum credit he or she would then work 9 hours at their practicum site. Prerequisites for the practicum include a 2.5 cumulative GPA, 40 credit hours completed, and at least a C in SM 2010, SM 2140, and SM 3010.

The internship is a 15 credit-hour experience in which students work a minimum of 40 hours per week for 15 consecutive weeks. Prerequisites to the internship include successful completion of 75 credit hours completed, a 2.5 cumulative GPA, and no lower than a B in the practicum field experience.

Performances of field experience students are evaluated by the on-site supervisors as well as assigned supervisors from the sport management faculty.

Sport Management students have been hired by organizations such as:

- Atlanta Braves
- Atlanta Hawks
- Central Collegiate Hockey Association
- Chicago Bulls
- Cleveland Cavaliers
- Cleveland Indians
- Collegiate Licensing Company
- Columbus Blue Jackets
- Detroit Tigers
- Foot Locker
- International Management Group
- New Jersey Devils
- New Jersey Nets
- Oberlin College
- Thistledown Race Track
- Toledo Mud Hens
- United States Tennis Association
- University of Cincinnati
- University of Toledo
- Western Kentucky University
- Wright State University

…and numerous other enterprises.

Bowling Green State University * Bowling Green, OH 43403
School of HMSLS * 419-372-7234
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Gaining Industry Experience

Locally, our students have worked with…
Akron Aeros
Bowling Green State University Athletics
Cincinnati Reds
Cleveland Browns
Cleveland Cavaliers
Cleveland Indians
Columbus Crew
International Management Group (IMG)
LPGA – Marathon Classic
Mid-American Conference
Ohio State University Athletics
Toledo Mudhens
Toledo Walleye
University of Toledo Athletics
Western Southern Open Tennis Tournament

Nationally, our students have worked with…
Amateur Athletics Union
Collegiate Licensing Company
Detroit Pistons
Detroit Tigers
ESPN/ABC Sports
Fox Sports Net
Los Angeles Kings
Michigan State University Athletics
National Collegiate Athletic Association
New York Knicks
Oakland Raiders
Octagon
University of Michigan Athletics
University of Oregon Athletics
University of Tampa Athletics
Sport Management

Gaining Industry Experience

BGSU Sport Management students have also been selected to work as paid employees or volunteer at the following events, as well as other events and venues:

- Major League Baseball All Star Games
  - 1997 Cleveland Jacob's Field
  - 2005 Detroit Comerica Park
  - 2006 Pittsburgh PNC Park

- National Collegiate Athletic Association (NCAA)
  - Women's Final Four (2007 Cleveland Quicken Loans Arena)
  - Women’s First and Second Round (2012 Stroh Center)

- National Collegiate Athletic Association (NCAA)
  - Men's Final Four (2009 Detroit Palace at Auburn Hills)

- U. S. National Figure Skating Championships
  - (2009 Cleveland Quicken Loans Arena)

- American College Hockey Association
  - Men’s Division I National Championship (2009 Greater Cleveland)

- National Football League Super Bowl’s
Outstanding Sport Management Senior:
This award is given to the senior in Sport Management who best demonstrates the qualities of scholarship, leadership, and professional involvement/development. It consists of a plaque for the recipient and the recipient's name on a plaque in the Sport Management offices. To be eligible a student must have GPA of at least 2.75.

Magdalena Muniz-Fribley Scholarship in Sport Management:
This award is given to a full-time rising senior in the Sport Management program. To be eligible a student must have completed at least 90 hours of credits, with 30 being completed at BGSU. The award will be given on the basis of involvement in professional service and professional growth activities, financial need, and academic achievement.

M. Joy Sidwell Award for Outstanding Sport Management Internship Project:
This award is given to the Sport Management intern who completes the most extraordinary and distinguished project. This decision is made by a panel of sport management experienced faculty.

Robert F. Collins Sport Media Scholarship:
The Robert F. Collins Sport Media Scholarship is presented annually to select Bowling Green State University students interested in studying sport media. The scholarship honors the late “Bob” Collins, the highly regarded sports editor and award-winning columnist for The Rocky Mountain News (Denver, Colorado).

The Collins Scholarship is awarded each spring to one BGSU sophomore or junior in the Sport Management Program and one sophomore or junior in the Department of Journalism and Public Relations who demonstrates an interest in pursuing a career in the sport media.
Sport Management Alliance

The Sport Management Alliance (SMA) is an undergraduate pre-professional student organization affiliated with the Sport Management, Recreation and Tourism Division. All Sport Management majors are eligible to join and participate in Alliance activities.

The SMA holds general meetings during Fall and Spring semesters.

Involvement in the SMA plays a crucial role in professional development by providing numerous opportunities for students to use leadership skills and network with leaders in the sport management industry. Members participate in activities such as:

- Publicity Committee
- Hosting speakers who are leaders in the sport industry
- Developing fundraising activities that benefit the SMA and various charities
- Participating in professional development activities
- Providing service to various organizations

Recent SMA professional activities include:

- Interview skills workshop
- Resume workshops
- Field trips and behind the scenes venue tours to:
  - Pittsburgh Penguins
  - Cincinnati Reds
  - University of Notre Dame
  - Atlanta Braves
  - Palace of Auburn Hills
  - Football Hall of Fame

Recent SMA service activities include:

- Crowd management at BGSU sporting events
- Participation in Student Organization Fair
- Sport Management Job/Internship Fair

Recent SMA social activities include:

- Attendance at Toledo Mud Hens baseball games
- Attendance at Pittsburgh Penguins hockey games
- Attendance at Detroit Pistons basketball games
- Attendance at Cleveland Cavaliers basketball games
- Attendance at Cleveland Browns football games
- Attendance at Cleveland Indians baseball games
- Attendance at Cincinnati Reds baseball games
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Application Procedures

To apply to BGSU you can use the online admissions application. That application can be found at: http://go2.bgsu.edu/choose/apply/online/

Driving Directions to BGSU

Bowling Green State University is located in Bowling Green, Ohio. It is a two and a half hour drive from Cleveland, about one and a half hours south of Detroit and three hours north of Cincinnati.

Interstate 75 borders the eastern edge of the campus; the University is located at Exit 181. U.S. Route 6 bypasses the south side of the city. Interstates 80 and 90 (the Ohio Turnpike) are only twenty minutes to the north; turnpike exit 64 provides the most direct route to the campus. Toledo Express Airport is about a forty-five minute drive northwest from campus.

Driving Directions

From the east or west via the Ohio Turnpike

Use Exit 64 (Perrysburg). Follow I-75 South to Exit 181.

From the north or south via Interstate 75

Use Exit 181.

From the east or west via U.S. Route 6

Stay on U.S. 6. At the I-75 Interchange, follow I-75 north to the next exit (Exit 181).