

SPORT ADMINISTRATION



Millersville University's Sport Administration program prepares students to enter the sport industry's complex business background.

DEGREES/CONCENTRATIONS

B.S. SPORT ADMINISTRATION

The program will allow students opportunities to learn from faculty from the business, finance, communications and sport science departments. There are three options available. The Sport Business option is a great choice for many students. It provides sport-related information as well as a general business education. Students may also choose to enroll in any academic major or minor instead of the Sport Business option. Enrolling in an additional program will expand a student's knowledge base into an area of interest not typically found in many other sport administration programs. Examples of commonly enrolled majors or minors include Marketing, Management, Athletic Coaching or Strategic Public Relations.

Millersville University is located in a sport industry-dense region, thereby providing numerous locations for field study/internships. Three intercollegiate sport conference offices are located within 30 miles, and many NCAA Division I, II and III institutions are located within the region. In addition, within a three-hour drive, there are 24 professional sports teams (NFL, MLB, NBA, WNBA, NHL, MLS and AFL), their affiliated venues/facilities, plus several minor league affiliations. Lancaster County is also home to Spooky Nook Sports, an innovative sports complex; an annual professional tennis tournament at Bent Creek Country Club; and numerous other sport-business-related facilities (e.g., fitness clubs, golf courses, park and recreation associations, ice rinks and elite-level sport programs) within its borders. This wide variety of potential hands-on experience will attract students from the surrounding region and beyond.

LEARNING OBJECTIVES

You'll graduate from this sport administration program with a well-rounded education that focuses on the complexities of the sports industry and gives you practical the tools you need to succeed, on the field or off. You can expect to take courses on everything from sport science to marketing, management, finance and more. More importantly, you'll learn from the pros themselves. Our faculty are well-versed in their areas of expertise and stay active in the industry, so you know you're getting a cutting-edge education from the industry's experts.

COURSES WITHIN THE PROGRAM INCLUDE:

BUAD 231 Principles of Marketing
BUAD 251 Principles of Management
BUAD 405 Sport Marketing
FIN 203 Personal Finance
WSSD 358 Sport Fundraising/Development
WSSD 360 International Sport Administration
WSSD 454 Sport Leadership

Also, students will have the opportunity to engage in an internship, and they have the option of participating in study abroad.

For additional coursework, go to www.millersville.edu/wssd/undergraduate-programs/sport-administration.php.

CLUBS AND ORGANIZATIONS

Chaarg is a health and wellness organization, promoting healthy living in college-aged women. Chaarg stands for Changing Health, Attitudes and Actions to Recreate Girls.

Ville Sports Officials Association Club is for all people interested in officiating. We work hand in hand with the campus recreation department developing key skills in officiating. We have partnerships with the PIAA (Lancaster-Lebanon), NCAA coaches and officials. Members have opportunities to attend workshops and conferences all over the country. There are also MANY opportunities to officiate outside of the University. Local, state and regional opportunities are aplenty. This organization has helped produce several NCAA officials, PIAA officials and many All-State recreational officials.

ADVISOR:

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