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 Business, Finance, Communications and Sport Science departments. There are four 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. The Sport Coaching option allows students who want to focus on working with athletes a unique opportunity. The two final options, minors in either Marketing or Management, provide students a choice in focusing their educations on either of these fields of study. Students may start in either of these two options or switch to either of these options after they complete introductory management or marketing courses if they develop an interest in those fields.

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 NCAA Division I, II and III institutions are located within the region. In addition, within a three-hour drive, there are 24 professional sport teams (NFL, MLB, NBA, WNBA, NHL, MLS and AFL), their affiliated venues/facilities, plus several minor league affiliations and higher education institutions with athletic departments. 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 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](http://www.millersville.edu/wssd/undergraduate-programs/sport-administration.php)

**CLUBS & 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 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 a plenty. This organization has helped produce several NCAA officials, PIAA officials and many All-State recreational officials.

**ADVISOR:**

Daniel J. Keefer, Ph.D., Professor and Chairperson
Department of Wellness and Sport Sciences
dkeeferr@millersville.edu
216 Luek Hall | P.O. Box 1002, Millersville, PA 17551-0302
Phone: 717-871-4218 | Fax: 717-871-7987