



COLLEGE OF  
EDUCATION

# Sport Management

*Real world success starts here*

## The Major

Sport managers must understand the business of sports. Whether professional, collegiate, amateur or recreational, all sport entities are classified as businesses. Students enrolling in sport management will apply business principles to the sport setting throughout their curriculum. Students who enjoy sports and have an interest in business are ideal candidates for sport management. The program is designed for individuals who wish to work as administrators, managers or executives in the sport industry.

## The Program

The Winthrop University sport management program prepares future leaders for positions in the sport industry. Winthrop's program provides a strong theoretical foundation as well as "hands on" training for the sport environment. The degree requires students to take a foundation of business courses in accounting, management, marketing, economics, sales, and human resources. These courses are then built upon by courses in the area of sport, such as sport marketing, administration of sport, event management, sport law, risk management, sport finance, sport facility design, and sport public relations.

## Internships

Internships are the primary method of gaining a position in the sport management field. The Winthrop sport management program requires an internship for

graduation. Students accept internships in a variety of settings in sport management. Past internship opportunities have included the Carolina Panthers, Lowe's Motor Speedway, Charlotte Bobcats, sport agencies such as IMG, Minor League Baseball teams, collegiate athletic programs, community recreation departments, and several other sport related organizations.

## Student Organizations

The Sport Management Association is a student organization dedicated specifically to sport management majors at Winthrop University. The association exists to provide professional development and social opportunities for its members. The membership has been involved in fundraising efforts, community service projects, attending field trips (sport management conferences, stadium visits, etc.), and attracting guest speakers to campus.

## Careers

Career opportunities in sport management are broad because of the breadth and depth of the sport industry. Common position titles in sport management are athletic director, director of marketing, recreation director, sports information director, facility manager, event manager, promotions director, account executive, and box office manager. However, sport management does not prepare individuals to be a physical education teacher, coach, or personal trainer.

For more information, contact:  
**Dr. Curt Laird**  
Sport Management  
Program Coordinator  
Dept. of Physical Education,  
Sport and Human  
Performance  
216L West Center  
803/323-3376

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## Faculty

Sport management faculty have a variety of expertise. The program consists of three full-time and several adjunct faculty members. These faculty members have significant “real-world” and research backgrounds. A number of adjunct faculty teaching in the program are currently employed in the sport industry. Further, other faculty were formerly employed in the sport industry. In addition, faculty bring research expertise in the areas of law, sport sponsorship, and customer service to the classroom to enhance the learning environment.

## Admission Criteria

Students admitted to Winthrop have the opportunity to declare sport management as their major during their first semester. In order to be admitted into the upper level coursework (300 and above) the student must meet the following requirements before their junior year: 1) complete Principles of Accounting, Intro. to Sport Management, Sport Ethics, Event Management, Composition (WRIT 101), and Human Experience with a “C” or better; 2) complete calculus (MATH 105); and (3) have a cumulative 2.75 grade point average.



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803/323-3376

[lairdc@winthrop.edu](mailto:lairdc@winthrop.edu)