

Integrated Baccalaureate Degree in Sports Broadcasting (BA) and Master of Science in Sport Management



This program allows undergraduate students majoring in Sports Broadcasting to earn both a BA in Sports Broadcasting and an MS in Sport Management in five years. Typically, a baccalaureate degree requires four years to complete, and a master's degree requires an additional two years.

Central to the design of the integrated program is preparing students to become the next generation of leaders in the sport industry. As an undergraduate, students completing the Sports Broadcasting curriculum develop skills and acquire valuable practical and hands-on experiences in the area of media. As a graduate, students completing the Sport Management program develop a conceptual framework and knowledge of the sport industry that will enhance their skills to lead and construct careers within the marketing, promotion, and reporting of sport.

Benefits of an Integrated Degree

Professionals in the sport industry seek graduates with strong media skills. The sport industry is trending in the area of broadcasting. Within the last few years, numerous Broadcasting graduates were accepted into Sport Management graduate programs to continue their studies. These individuals have been hired in athletic departments in a variety of jobs (e.g., athletic director, sports information, video coordinator). Based on feedback from professionals in the field who have served as internship supervisors for Sport Management graduate students, we have found the following:

- Students completing a graduate degree in this field increase their marketability, especially in the area of international jobs in sport.
- The combination of a Sports Broadcasting undergraduate degree and a Sport Management graduate degree would be unique in the Midwest region.
- A program that provides students with increased practicum (field) experiences in a variety of different areas increases the ability for students to find good jobs.

Admissions Requirements

Currently enrolled WIU undergraduate students can apply to the program during their Junior year. Students are accepted into the program two times per year (Fall or Spring). Application materials are due October (for Spring entry) or February (for Fall entry).

Admission requirements include the following:

- Declared undergraduate major at WIU in Broadcasting with a Sports Broadcasting emphasis

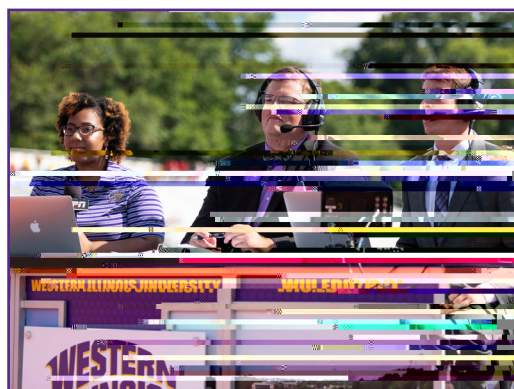
- Application to the School of Graduate Studies (wiu.edu/grad/apply)
- Personal Goals statement
- Three letters of recommendation
- Cumulative grade point average of 3.25 or higher
- Completion of 60 semester hours (SH) (minimum of 30 SH at WIU)

Students who submit all of the application materials on time and meet admission requirements will be admitted.

Candidates will be identified and announced in December and April. Candidates not accepted are eligible to reapply the following semester.

Students will be fully admitted in the MS program in Sport Management upon completion of the following:

- Three "bridge" (B-level) classes (minimum of 3.25 GPA in these three courses)
- Completion of the undergraduate degree in Sports Broadcasting with an overall GPA of 3.25 or higher



Contact Information

Questions about the undergraduate portion of the program:

William Hoon
WG-Hoon@wiu.edu
Sallee Hall 306
(309) 298-1098

Questions about the graduate portion of the program:

Department of Kinesiology
Brophy Hall
(309) 298-1981
wiu.edu/kinesiology

General admission questions:

School of Graduate Studies
(309) 298-1806 or (877) WIU GRAD
Grad-Office@wiu.edu
wiu.edu/grad



WIU Broadcasting/Sport Management Alumni

- Brock Wissmiller, Associate Athletic Director and the Director of Athletic Development, Upper Iowa University
- Ryan Thomas, Assistant Director of Athletics for Communications, Franklin College
- Ben Winterrowd, Assistant Director of Communications, Clemson
- Sean Ingrassia, Creative Services Director, Drake University
- Matt Fischer, Broadcast Coordinator for United Soccer Leagues

Award-Winning Program

Broadcasting students have received state and national recognition for their work. This type of acknowledgment is important to employers seeking students who can be productive when they reach the marketplace. Some awards have included:

- National Broadcasting Society – 14 nominations and six grand prize winners (2018)
- National Academy of Television Arts and Sciences Mid America Chapter – Crystal Pillar Winner for Best Short Form Video Story (2018)
- Intercollegiate Broadcasting System – 10 nominations with awards in TV Sports Report, Sports Director, Use of YouTube, and Best Faculty Advisor (2018)

We are proud of our students' achievements!

Featured Alumni

You get a chance to see what it's like on both sides of the coin with the two programs. As a broadcaster, I had a chance to work with members of media relations departments from schools around the nation, and it helped me gain a better understanding of what it meant to have that media member to media services relationship. Once I made the transition to our Sport Management program, I was able to learn more about the inner-workings of what it takes to be successful in the sports industry. Both programs have been vital to me in pursuing the career I have now, and I'm thankful that I had the chance to learn under both programs.

–Ryan Thomas, Assistant Director of Athletics for Communications,
Franklin College, BA 2008, MS 2011

The educational opportunities I was afforded at WIU through my Broadcasting and Sport Management studies allowed me to apply my classroom learning into real-world work immediately. The merging of broadcasting into the sports industry is ever present and a tangible part of the future growth of these industries. WIU thoroughly prepared me to manage that convergence and helped set me on my career path.

–Brock Wissmiller, Associate Athletic Director and the Director of Athletic Development, Upper Iowa University, BA 2007, MS 2009

