**Sport Management Program Application**

(last revised: Feb. 2024)

Please also read [“FAQ” page](https://www.uwlax.edu/academics/department/exercise-and-sport-science/undergraduate-majorsminors/sport-management/#tab-257952) on the UWL Sport Management website for more information related to the program and application.

Annual application deadlines are **October 1st and February 1st at 5:00 PM** on the ESS Sport Management Application Canvas site. However, it is recommended that you submit your application a week before the deadline. Late or incomplete applications will not be accepted. **Admission is competitive. Meeting requirements does not guarantee admission.**

**Requirements for Entrance** (The application rubric will be used to evaluate and score your application.)

* Complete 30 credit hours including general education courses.
* Earn a "C" or higher in pre-admission core courses (BIO 100 or BIO 105 or MIC100; and ESS 110).
* Have a UWL GPA of at least 2.75 (on a 4.0 scale).
* Complete all elements of the application in Canvas before the deadline, including:

1. Application Canvas site (**self-enrollment deadline: September 20 for Fall; January 20 for Spring**)

* Self-enroll in the “[ESS Sport Management Application Canvas Site](https://uwlac.instructure.com/enroll/KBHFAF)” or use this URL (<https://uwlac.instructure.com/enroll/KBHFAF>) when you are ready to begin the application process. The Canvas site is open for enrollment three months prior to the final submission deadline.If you have enrolled in the Canvas site but decide not to apply this semester, please contact your advisor and program director prior to the deadline so this does not count toward your two application attempts.

1. Mandatory training for writing cover letter and resume

* Watch training videos on Canvas that gives an overview on cover letters and resumes for the ESS application.

1. Cover Letter

* Review content on cover letters in Canvas, and based on those guidelines and rubric, write a cover letter that includes: 1) why you want to be a sport management major; 2) a brief explanation of your experiences in the field of sport management; 3) how this major will help you to achieve your professional goals; and 4) what would you do if not accepted. If you are applying for the second time, your cover letter should also address what you have done since you last applied to enhance your application. Please submit your initial/draft cover letter at least **ten days** in advance of the application deadline so you can receive feedback and update it for your final submission.

Draft cover letter is **required** for application (draft due on Canvas: **September 20** for Fall; **January 20** for Spring)

* A member of Career Services will provide feedback on your draft letter in Canvas. **Your revised cover letter is due on Canvas: October** **1 for Fall; February 1 for Spring)**
* Reapply:Highlight your **significant improvement**and other professional involvement in the field of sport management since you last applied.

1. Resume

* Review content on resumes in Canvas. Use résumé tips and examples on [Career Services - Resume Writing](https://www.uwlax.edu/aaccs/studentsalumni/searching-for-jobinternships/#tm-87349) or [see sample resume](https://www.uwlax.edu/aaccs/studentsalumni/searching-for-jobinternships/#tm-97822). Based on those guidelines, update your resume accordingly before uploading it Canvas. Submit a copy of your resume. Make sure to include a section on sport management experience. Please submit your initial/draft resume at least **ten days** in advance of the application deadline so you can receive feedback and update it for your final submission.
* Draft resume is **required** for application (draft due on Canvas: **September 20** for Fall; **January 20** for Spring)
* A member of Career Services will provide feedback on your draft resume in Canvas. **Your revised cover letter is due on Canvas: October** **1 for Fall; February 1 for Spring)**
* Reapply:Highlight your **significant improvement**and other professional involvement in the field of sport management since you last applied.

1. Application form

* Complete and upload the Sport Management Application Form, which you can download on the Canvas site. If you are applying for the second time, you must submit a new application form. **Application form must be signed or approved electronically by your advisor.**

1. Advisor’s email confirmation of your intent of application for the semester in which you are applying

* Contact your faculty advisor and upload your advisor’s email confirmation of your intent of application by due date.
* **Contact your advisor at least two business days prior to due date. Do not wait until the day or the day before the application is due to request this of your advisor.**

1. Job shadow or informational interview (two total)

* Complete job shadows or information video interviews, two total. You can do two job shadows, two informational interviews, or one of each. You must **get pre-approval** by your faculty advisor for the job shadows/interviews – approval can be obtained via email. See instructions on Canvas site.
  1. Job shadows must be obtained with professionals working at sport management-related sites and closely relevant to your career goals. You will be asked to upload screenshots of faculty approval; in addition, you will complete job shadow reports.
  2. Informational video interviews must be conducted with professionals working at sport management-related sites and closely relevant to your career goals. You will be asked to upload screenshots of faculty approval; in addition, you will complete informational interview reports and provide links to your video interviews.

1. Transcripts

* Upload a current copy of your unofficial transcripts, which can be found in WINGS.

1. Sport management-related experiences

* Consider joining the [UWL Sport Management Association](https://twitter.com/uwl_sportmgt) and seeking out sport management-related experiences for work and volunteer experiences.

1. Interview

* You will sign up for an interview time slot in the calendar on the “ESS Sport Management Application” Canvas site. Sign-up sheets will be available on the Canvas site sometime a week prior to the application deadline.
* Guidelines Dress for Application Interview

The Sport Management Screening Committee prefers students to dress in business casual or business professional attire for their interview. Please see these [guidelines](https://www.uwlax.edu/aaccs/studentsalumni/searching-for-jobinternships/#tab-87383) for tips on what to wear.

* Professional clothes for interview

Career Services is a satellite location for Campus Threads and has career clothes available for students free of charge. Please stop by Centennial Hall 1209 for career clothes options. Center for Transformative Justice, Centennial 1120, is home to Campus Threads and has additional free clothing options. Both locations are open weekdays 8am-4pm.

Students who meet the above criteria will be considered for official entrance into a program. Candidates are limited to **two (2) application attempts** during their academic career.

Sport Management Screening Committee: Eileen Narcotta-Welp, Sam Schmidt, Sarah Tackett, Chia-Chen Yu, and Sport Management Advisors.

**Reapply**

Students are allowed two chances to apply to the program; therefore, students may wish to resubmit their application again in the future. The following application materials are required to be **updated and resubmitted** in Canvas before the application deadline.

1. Application Canvas site (**self-enrollment deadline: September 20 for Fall; January 20 for Spring**)

* Re-enroll in the “[ESS Sport Management Application Canvas Site](https://uwlac.instructure.com/enroll/KBHFAF)” or use this URL (<https://uwlac.instructure.com/enroll/KBHFAF>) when you are ready to begin the re-application process.

1. Cover Letter with updates and revisions

* Review content on cover letters in Canvas, and based on those guidelines and rubric, write a cover letter that includes: 1) why you want to be a sport management major; 2) a brief explanation of your experiences in the field of sport management; 3) how this major will help you to achieve your professional goals; and 4) what would you do if not accepted.
* Since you are applying for the second time, your **cover letter should also address what you have done since you last applied to enhance your application**. Please submit your initial/draft cover letter at least **ten days** in advance of the application deadline so you can receive feedback and update it for your final submission.
* Draft cover letter is **required** for application (draft due on Canvas: **September 20** for Fall; **January 20** for Spring)
* A member of Career Services will provide feedback on your draft letter in Canvas. **Your revised cover letter is due on Canvas: October** **1 for Fall; February 1 for Spring)**
* Reapply:Highlight your **significant improvement**and other professional involvement in the field of sport management since you last applied.

1. Resume with updates and revisions

* Review content on resumes in Canvas. Use resume tips and examples on [Career Services - Resume Writing](https://www.uwlax.edu/aaccs/studentsalumni/searching-for-jobinternships/#tm-87349) or [see sample resume](https://www.uwlax.edu/aaccs/studentsalumni/searching-for-jobinternships/#tm-97822). Based on those guidelines, update your resume accordingly before uploading it Canvas. Submit a copy of your resume. Make sure to include a section on sport management experience.
* Since you are applying for the second time, your **resume should also address what you have done since you last applied to enhance your application**. Please submit your initial/draft resume at least **ten days** in advance of the application deadline so you can receive feedback and update it for your final submission.
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* Reapply:Highlight your **significant improvement**and other professional involvement in the field of sport management since you last applied.

1. Application form with updates

* Complete and upload the Sport Management Application Form, which you can download on the Canvas site. Since you are applying for the second time, you must submit a new application form. **Application form must be signed or approved electronically by your advisor for re-application.**

1. Advisor’s email confirmation of your intent of **re-application**

* Contact your faculty advisor and upload your advisor’s email confirmation of your intent of re-application by due date.
* **Contact your advisor at least two business days prior to due date. Do not wait until the day or the day before the re-application is due to request this of your advisor.**

1. Most updated transcripts

* Upload the most updated copy of your unofficial transcripts, which can be found in WINGS.

1. Additional sport management-related experiences

* Gain additional sport management-related experiences since your last application.

1. Interview for re-application

* You will sign up for an interview time slot in the calendar on the “ESS Sport Management Application” Canvas site. Sign-up sheets will be available on the Canvas site sometime a week prior to the application deadline.

1. **The admission to the Sport Management program is competitive and not all who reapply may be accepted**. Therefore, we recommend that you also explore possible alternative majors to assist you in reaching your career goals.

If you have any questions about program requirements, please contact the Director of Sport Management (124 Mitchell Hall, University of Wisconsin-La Crosse, La Crosse, WI 54601, Phone: (608) 785-6549, Fax: (608) 785-8172, e-mail: cyu@uwlax.edu).