



Kinesiology and Sport Management

The Department of Kinesiology and Sport Management is part of Gonzaga's School of Education. The School's mission is to prepare socially responsible professionals who serve with care, competence, and commitment. The School's mission not only guides the educational goals for the department, but also the behaviors of the staff, faculty, and students.

*This department offers a **B.Ed. in Kinesiology** and a **B.Ed. in Sport Management**. These degrees prepare students for careers as teachers, coaches, fitness specialists, or leadership and managerial roles in the national sport industry and for pursuing graduate degrees in their field.*

ACADEMIC PROGRAMS

The **B.Ed. in Kinesiology** is dedicated to training students in the pedagogical and scientific practices that help others reach their highest potential. Students pursuing this degree study how physical activity and health behaviors influence performance, disease, and quality of life. Graduates are equipped with the knowledge, skills, and confidence to work in school, clinical, community, and commercial/corporate settings to instruct, coach, and evaluate health, fitness, and sport-related activities. Students pursuing a degree in Kinesiology are encouraged to select a concentration that emphasizes a specialized area of study.

The **B.Ed. in Sport Management** gives students the prestige of a top tier NCAA athletic brand on their resume. In addition to this reputation, graduates are inspired to impact the world with an enhanced understanding of their personal mission in relation to sport management through Gonzaga's Jesuit traditions.



KINESIOLOGY

Gonzaga faculty strive to know their students' strengths and challenges to provide the support necessary for excelling in the program and their future profession. They create hands-on classroom and laboratory experiences to fully engage students in learning and applying professional practice, knowledge, and skills. Furthermore, faculty are a resource for students even after they graduate by providing mentorship and networking opportunities for continual success in the field.

Students who wish to pursue careers in the fitness industry can major in Kinesiology and select the **Fitness Specialist Concentration**. This option prepares students to work in roles such as an exercise physiologist, strength and conditioning coach, or fitness club programmer and to pursue clinical or applied graduate degrees in athletic training, kinesiology, and exercise science-related fields. **Students will be qualified to sit for national certification exams in fitness specialties such as the American College of Sports Medicine (ACSM) Certified Exercise Physiologist Exam, or the National Strength and Conditioning (NSCA) Certified Strength and Conditioning Exam.**

Students Interested in the physical education, health, and coaching fields can major in **Kinesiology** and select the **Health and Physical Education Pedagogy Concentration**. Students desiring to teach health and physical education in the K-12 public school system must complete this concentration along with the required Teacher Certification courses. Gonzaga's teacher certification program is recognized by Interstate New Teacher Assessment & Support Consortium (InTASC), so candidates will be qualified to teach in any state that is part of InTASC. This concentration also prepares students to pursue graduate degrees in teaching, administration, coaching, or curriculum and instruction.



CAREER PATHS

Our graduates successfully become:

- Certified exercise physiologists
- Fitness club programmers
- Graduate students in Kinesiology/Exercise Science/Athletic Training Programs
- Physical and health educators in public and private settings
- Sport coaches at various levels
- Strength and conditioning coaches
- Wellness coaches



SPORT MANAGEMENT

With small class sizes, we strive to create collaborative, hands-on classroom experiences directly linked to discovering the student's professional aspirations. Students train to become leaders within the sport industry by taking classes in the following areas:

- Sport promotions and sponsorship
- Ethical and legal aspects in sport
- Social/psychological aspects of sport and exercise
- Sport facility management
- Sport and fitness in the digital age
- Sport and activity in a diverse society

Sport Management faculty and staff have widespread sports industry networks to connect students with required internships as well as beginning their career in the sport industry. Fields where students and alumni engage include:

- College/university athletic departments
- Professional and amateur sport teams/organizations
- Recreational and community organizations
- Sport media organizations
- Sport venue and facility organizations

Students complete two sport management internships as part of the curriculum in a variety of sport organizations and settings. Additionally, it is recommended that students in Sport Management pursue an advisor-approved minor, such as business, communication studies, promotions, journalism, or other relevant specialty areas. The Department also offers a 24-credit minor in Sport Management, which requires one professional internship. Some recent internships and job placements include:

College/University Athletic Departments

- Fiesta Bowl Marketing and Media
- Gonzaga University
- University of San Diego
- University of Washington
- University of Wisconsin - Madison

Professional/Minor League Sport Franchises

- Portland Timbers
- Seattle Mariners
- Seattle Seahawks
- Seattle Storm
- Spokane Chiefs

Recreational and Community Organizations

- Boys and Girls Club of America
- Hoopfest Spokane
- ParaSport Spokane
- Spokane Sports Commission

Recent graduates of the undergraduate sport management programs have entered **graduate programs** at the following universities:

- Gonzaga University
- Marquette University Law School
- San Diego State University
- University of Northern Colorado
- University of San Francisco
- University of Southern California

Gonzaga offers a choice of an on-campus or online graduate program in sport administration. The **Master of Arts in Sport and Athletic Administration (MASAA)** is designed as an interdisciplinary curriculum, grounded in the liberal arts, drawing on studies in educational and organizational theory.

The program prepares students to be leaders in sport, athletic, and health professions.

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