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Link to original story: <https://www.uwsp.edu/news/uwsp-sport-business-program25/>

**UW-Stevens Point to offer new sport business program**

Written by University of Wisconsin–Stevens Point

A new program at the University of Wisconsin-Stevens Point will offer students a gateway into careers that support the growing sports industry, from event promotion and merchandising to management and analysis.

[**Sport business**](https://www.uwsp.edu/programs/major/sport-business/) will be offered as a major, minor and certificate for undergraduates within the UW-Stevens Point [**Sentry School of Business and Economics**](http://www.uwsp.edu/business/sentry-school-of-business-and-economics/)**.**Starting in fall 2026, it will provide a comprehensive curriculum across business disciplines with a special emphasis on marketing and analytics.

“Sport business is a $600 billion industry with more than 100,000 projected jobs openings,” said Kevin Neuman, head of the Sentry School. “UW-Stevens Point will be the only school to offer sport business in the state, and the only public institution in the upper Midwest.”

Additionally, the Sentry School is accredited by the Association to Advance Collegiate Schools of Business, a distinction earned by only 5% of business schools worldwide.

“Our program stands out because it goes broader and deeper than sports management degrees,” he said. “This is a business major from an accredited school, with a curriculum to prepare for every aspect of a sport and entertainment business. We wanted to have a more comprehensive program.”

The Sentry School will hire a director of the program who will make connections with local athletic teams, facilities and organizations to ensure that required student internships provide meaningful experience and connections for professional careers.

The 78-credit major, designed by experts in the field, will have 57 credits dedicated to sport-focused courses, and about half of the courses are new to UWSP. The minor has 22 credits and the certificate, 12.

The program pairs well with majors in business, arts management, health science and wellness, professional communication and graphic design.

“A degree in sport business can lead to careers that many don’t realize are available, varying from being a community recreation director to working for the Wisconsin Intercollegiate Athletic Association, the Olympics or the World Cup organization,” said Neuman. “There are jobs at every level, such as event planning, promotions, marketing and general management.”