

Student Learning Outcome Assessment Summary Academic Year 2025–2026

The Wilmington College Sport Management Program assesses student learning annually to evaluate student achievement and identify opportunities for continuous improvement. The following summarizes assessment results for the 2025–2026 academic year.

SLO 1 – Introduction to Sport Management

Student Learning Outcome: Students will explain the structure, functions, and career opportunities within the sport industry.

Assessment Results: Student performance on the Professional Sport League Project improved from 79% meeting the benchmark in Fall 2025 to 100% in Spring 2026. Overall course assessment results were also strong, with 97% of students in Fall 2025 and 100% in Spring 2026 earning passing scores.

Continuous Improvement: Faculty will continue using the revised project structure and project checkpoints that contributed to improved student performance.

SLO 2 – Sport Finance and Sales

Student Learning Outcome: Students will analyze financial information and develop revenue-generation strategies for sport organizations.

Assessment Results: 81% of students met the benchmark on the Cincinnati Reds Community Fund Reflection Paper, while 100% of students successfully completed overall course assessments.

Continuous Improvement: Faculty will strengthen financial analysis activities by incorporating additional real-world examples, revenue models, and opportunities for students to interpret financial information within sport organizations.

SLO 3 – Sport Marketing

Student Learning Outcome: Students will develop and evaluate marketing strategies designed to increase fan engagement and organizational revenue.

Assessment Results: 95% of students met the benchmark on the Brand Creation and Marketing Project, and 95% of students earned passing scores on overall course assessments.

Continuous Improvement: The Brand Creation and Marketing Project will continue as a signature assessment, with current industry examples incorporated in areas such as branding, fan engagement, and digital marketing.

SLO 4 – Digital Sport Media and Communications

Student Learning Outcome: Students will create and evaluate digital media content using current industry platforms and best practices.

Assessment Results: 90% of students met the benchmark on the Digital Media Content Creation Project, and 100% of students earned a passing score of 73% or higher in overall course assessments.

Continuous Improvement: Faculty will continue updating course assignments and platforms to ensure students gain experience with current digital media practices and sport communication strategies.

SLO 7, 11 & 12 – Experiential Learning

Practicum, Internship, and Capstone Field Experience

Student Learning Outcome: Students will demonstrate professional competence, communication skills, and ethical behavior through supervised sport management experiential learning experiences.

Assessment Results: 100% of students completed required practicum hours, totaling more than 3,200 experiential learning hours. Internship and capstone portfolios exceeded expectations, and supervisor evaluations demonstrated strong student performance in professionalism, communication, workplace readiness, and application of sport management knowledge.

Continuous Improvement: Faculty will continue reviewing supervisor evaluations, student reflections, and portfolio assessments to ensure experiential learning opportunities remain aligned with sport industry expectations and provide meaningful professional development.

SLO 8 – Facility and Event Management

Student Learning Outcome: Students will develop comprehensive plans for the management and operation of sport facilities and events.

Assessment Results: 100% of students met the benchmark on the Hermann Madness Reflective Paper, and 100% of students earned passing scores on overall course assessments.

Continuous Improvement: Experiential learning opportunities such as Hermann Madness will continue to provide students with hands-on experience in sport event planning, facility operations, and event management.

SLO 9 – Leadership in Sport

Student Learning Outcome: Students will apply leadership theories and management principles within sport organizations.

Assessment Results: 77% of students met the benchmark on the Code of Ethics Project, while 96% of students earned passing scores on overall course assessments.

Continuous Improvement: Faculty will incorporate additional leadership case studies, applied scenarios, and structured assignments to strengthen leadership decision-making and the application of ethical principles.

SLO 10 – Legal Aspects and Governance of Sport

Student Learning Outcome: Students will analyze legal principles and governance issues affecting sport organizations.

Assessment Results: 95% of students met the benchmark on the Sport Law Case Study Presentation, and 100% of students successfully completed overall course assessments.

Continuous Improvement: Faculty will continue using case-based learning and current sport law examples to strengthen students' ability to analyze legal and governance challenges within the sport industry.

Overall Assessment Summary

Assessment results from the 2025–2026 academic year demonstrate strong student achievement across the Wilmington College Sport Management Program. Students performed particularly well in sport marketing, digital media and communications, facility and event management, legal aspects of sport, and experiential learning.

Assessment results also identified opportunities for continued improvement in areas such as financial analysis and leadership decision-making. Sport Management faculty use these results to make adjustments to assignments, instructional strategies, experiential learning opportunities, and course content as part of the program's commitment to continuous improvement and student success.