

Master of Science in Sports Management

The Master of Science in Sports Management provides you with an improved understanding of sports administration, coaching theory and strategy, and business skills such as marketing, promotion, public relations, and finance. In the sports and fitness fields, employees with advanced business skills and sports-related knowledge are highly sought after to help advance the success of athletic programs and individuals. This degree program is helpful for pursuing careers as an interscholastic or intercollegiate coach, sports manager, or front-office manager.

Degree Program Objectives

In addition to the institutional and degree level learning objectives, graduates of this program are expected to achieve these learning outcomes:

- Apply management theory and managerial leadership concepts to contemporary sports industry practices.
- Analyze and apply relevant business, legal, and ethical issues such as models of ethical analysis, codes of professional ethics, and situational analysis to the sports industry and enterprise.
- Integrate economic decision making and advanced finance theory and concepts to sports and sports-related enterprises as it relates to sports in contemporary society.
- Implement concepts and theories of marketing to sports-related enterprises to include internal and external sources of marketing information, marketing theory, industry segmentation, marketing mix, sport sponsorship, licensing, venue and event marketing, and image enhancement.
- Examine ethical and legal concepts in a sport context relative to governance, gender equity, and managerial leadership and decision making within an athletic department or organization.

Degree at a Glance

Code	Title	Semester Hours
	Core Requirements	18
	Select one of the following concentrations:	9
	Coaching Theory and Strategy (p. 1)	
	Interscholastic Athletic Administration (p. 2)	
	Sports Business Leadership (p. 2)	
	Final Program Requirements	3
	Total Semester Hours	30

Degree Program Requirements

Core Requirements (18 semester hours)

Code	Title	Semester Hours
SPMT607	The Sports Industry ¹	3
SPMT601	History, Culture, and Social Contexts of Sport	3
SPMT608	Sports Law	3
SPMT609	Sports Marketing, Promotion, and Public Relations	3
SPMT610	Sports Finance	3
SPMT612	Sports Event Management	3
Total Semester Hours		18

¹ Required as the first course in this program.

Students must choose a concentration for this degree program and may select from the Concentration in Coaching Theory and Strategy, Concentration in Interscholastic Athletic Administration, or Concentration in Sports Business Leadership.

Concentration in Coaching Theory and Strategy (9 semester hours)

Explores the strengths, weaknesses, and multiple roles of a successful coach in contemporary sports, including an analysis of the leadership style. Focuses on the contrasting responsibilities of a coach and assistant coaches and the levels of coaching relevant to these roles, as well as current ethical, management, and controversial issues in the field.

Objectives

Upon successful completion of this concentration, the student will be able to:

- Analyze and discuss the complexities and issues of academic sports administration from a collegiate or interscholastic context.
- Assess the strengths, qualities and weaknesses of a successful coach, including an analysis of the leadership style and multiple roles required of coaches in contemporary sports.
- Select, predict, and evaluate current ethical, management, and controversial issues in coaching today.
- Compare and contrast the roles and responsibilities of a coach and assistant coaches and discuss the levels of coaching relevant to these roles.

Concentration Requirements (9 semester hours)

Code	Title	Semester Hours
SPMT605	Coaching Leadership	3
SPMT606	Techniques in Coaching Strategy	3
SPMT614	Coaching Theory, Methods, and Issues	3
Total Semester Hours		9

Concentration in Interscholastic Athletic Administration (9 semester hours)

Analyzes the complexities of sports administration from an interscholastic context. Evaluates the role of stakeholders in the sports industry, such as associations, the community, and administration, as well as various administration styles and a comprehensive sports event management plan that includes promotions, leadership, human resources, and financial aspects.

Objectives

Upon successful completion of this concentration, the student will be able to:

- Analyze and discuss the complexities and issues of academic sports administration from an interscholastic context.
- Assess and develop your leadership and management styles as a sports administrator.
- Assess and discuss the role of stakeholders in the sports industry including associations, the community, and discuss all related regulations and guidelines.
- Develop, design, and assess a comprehensive sports event management plan to include functional plans, training plans, legal, financial, accounting, public relationships, human resources, promotions and leadership.

Code	Title	Semester Hours
SPMT620	Leadership and Management in Sport	3
SPMT603	High School Athletic Administration	3
SPMT650	Legal Issues in High School Athletic Administration	3
Total Semester Hours		9

Concentration in Sports Business Leadership (9 semester hours)

Examines the rapidly-growing and global sports business industry with an emphasis on leadership. Designed to develop the skills and effectiveness of future leaders who will manage individuals, teams, and sport organizations. This specialization in sports business leadership studies critical topics within the industry including courses specifically focused on sports leadership, entrepreneurship, and sales and promotions. Designed for those interested in professional, interscholastic or recreational leadership positions.

Objectives

Upon successful completion of this concentration, the student will be able to:

- Identify leadership styles and strengths and take steps to improve personal leadership capacity
- Implement practices necessary to build highly effective teams.
- Apply theory to real-world problems.
- Develop the capacity to understand and analyze sport organization realities from multiple perspectives.
- Examine the leadership, management, scheduling, and financial issues associated with running a successful athletics program.
- Develop the ability to be creative and entrepreneurial in thinking and application.

Code	Title	Semester Hours
SPMT613	Sports Entrepreneurship	3
SPMT620	Leadership and Management in Sport	3
SPMT630	Sales and Promotions in Sport	3
Total Semester Hours		9

Final Program Requirements (3 semester hours)

Code	Title	Semester Hours
Select 1 course from the following:		3
SPMT697	Sports Management Capstone ¹	
SPMT699	Sports Management Practicum and Integration Project ¹	
Total Semester Hours		3

¹ Taken once all other requirements have been met.