

Sport Business (M.S.)

About The Program:

The goal of the Master of Science in Sport Business program is to prepare future leaders in the areas of policymaking, management, supervision, education, and research. The program provides for the analysis of current trends, problems, and policies that affect sport and leisure services. Designed to provide a multifaceted approach to the study of sport business, the program is structured to prepare students for a wide range of career opportunities in athletic administration, marketing and promotions, recreation and event management, and sport analytics.

Career Options: Students typically find placements in college athletics, campus recreation, professional sports, sport governing bodies, youth sport, stadium and arena management, and parks and recreation.

Study Abroad: Students who wish to do their internships abroad work closely with the Center for Student Professional Development, which assists with the necessary contacts and supervision.

Areas of Specialization: Four areas of concentration are offered:

- Athletics Administration
- Recreation and Event Management
- Sport Analytics
- Sport Marketing and Promotions

Requirements of Programs:

- **Total Credit Hours:** 36
- **Culminating Events:** [SRM 5285](#) Graduate Internship in Sport and Recreation represents the culminating experience for all M.S. students during their term of graduation. A minimum of 3 credits is required for all students, regardless of concentration. The graduate internship utilizes a field placement with emphasis on acquisition and application of practical skills. A total of 180 contact hours are completed in cooperation between the student and an agency, under supervision of both the University internship coordinator and the agency-designated supervisor.

Core Courses

Sport Finance and Economics - This course will analyze the relationship between finance and the sport and recreation industry. The purpose is to apply a series of basic financial and economic principles to the decision making process of sport firms and organizations. Issues include optimal pricing strategies, demand analysis, optimal financing, hiring decisions, and investment decisions; all of which can be undertaken with the tools addressed in this course. This course examines a variety of financial management issues relevant to major professional sport franchises, the corporations that use sport as a vehicle for promotion, and other organizations comprising the industry. Additionally, emphasis is placed on the financial and economic aspects of the public finance of sport facility construction and other forms of government subsidizes of the sport industry.

Legal Issues in Sport and Recreation – The course addresses the legal aspects of sport, recreation, and leisure services, with a focus on tort liability, human rights liability, criminal liability, and contractual liability. Legal concepts of negligence, situations which give rise to law suits, and principles of risk management will be covered. Legal issues related to use of equipment, facility management, and accommodation for special populations will also be addressed.

Sport Marketing – This course provides an overview of the core sport marketing and promotions principles. In addition to covering the essentials of the marketing mix, this course will also include lessons on the development of marketing strategies in the modern sport marketplace.

Strategic Management in Sport and Recreation – This course focuses on the basic functions of management and the strategic challenges confronting firms that compete in the global economy within the sport and recreation industry. It provides students a forum in which to apply and integrate management and strategic theories, practices and skills in a global environment, and across all types of organizations, including public, private, and voluntary. The course also gives opportunities for entrepreneurs in the industry through business plan development.

Sport Facility Management – The principles of planning areas and facilities for sport, recreation, and parks are explored. In addition to the design and construction of specific sport and recreation facilities, approaches to standards and regional planning will be discussed. Problems and issues related to funding, maintenance, and use of sport and recreation facilities will be analyzed. The course will also include trends in facility design, construction, and maintenance.

Graduate Internship in Sport and Recreation – The Graduate Internship experience represents the culminating experience for all MS students during their semester of graduation. A minimum of 3 credit hours is required for all students, regardless of concentration. The Graduate Internship utilizes a field placement with emphasis on acquisition and application of practical skills. One hundred and eighty contact hours will take place in cooperation between the student and an agency, under supervision of both the University internship coordinator and the agency-designated supervisor.

Fox School of Business and Management Requirements

Quantitative Methods for Business – This course is designed to introduce you to contemporary elementary applied statistics and to provide you with an appreciation for the uses of statistics in business, economics, everyday life, as well as hands-on capabilities needed in your later coursework and professional employment.

One elective course from the Fox School of Business and Management

Sport Business Electives

Select 12 credits of the following:

Athletics Administration Concentration

Sport Sponsorship and Sales – The course analyzes and produces skills essential to revenue production through sport sponsorship and a variety of approaches and the identification of the various areas and components of sales in the sport industry. Sales theory, principles, current issues, and understanding the unique selling trends of organizations will be addressed as they apply to all levels of programs and in all types of contexts. Experiential learning will be a priority

and will be infused into the content delivery through the learning experience. **Or Fundraising and Development** – This course provides an overview of the role of fundraising and development in a sport setting. Students will gain an understanding of the strategies and processes used to generate revenue through philanthropic giving for programs. Environmental analyses and strategic planning will be central to training students to develop appropriate, successful fundraising and development programs. The role of governing bodies, ethical and legal implications will also be addressed.

Compliance and Student-Athlete Affairs – This course addresses the current state of rules compliance and student services in intercollegiate athletics. Regulations and enforcement structure will be examined at the national, conference, and institutional levels. The course will also detail the support mechanisms and corresponding legislation aimed at the academic and personal development of student-athletes. The implications and consequences of such legislation will be explored.

Governance and Policy in Intercollegiate Athletics – The purpose of this course is to provide an in depth overview of intercollegiate athletic governing bodies. The students will gain an understanding of the structure, policies, finances, and current issues related to intercollegiate athletics. Additionally, students will identify appropriate strategies for effectively dealing with current issues/problems in intercollegiate athletics.

Recreation and Event Management Concentration

Fundraising and Development – This course provides an overview of the role of fundraising and development in a sport setting. Students will gain an understanding of the strategies and processes used to generate revenue through philanthropic giving for programs. Environmental analyses and strategic planning will be central to training students to develop appropriate, successful fundraising and development programs. The role of governing bodies, ethical and legal implications will also be addressed.

Evaluation of Programs and Events – The goal of this course is to provide students with the background necessary to understand the evaluation process in the field of events and recreation management. The focus of the class is on evaluation, assessment, and different types of program evaluation, including needs assessment, formative research, process evaluation, monitoring of outputs and outcomes, impact assessment, and cost analysis. Both quantitative and qualitative research methods are addressed. Students will execute an applied evaluation project. This project involves practice in interviewing, focus groups, survey questionnaire development, data collection, and data analysis. The course will provide students with a conceptual map of how evaluation research is conducted, the resources available to them, the vocabulary of research, and guidance in writing an evaluation report.

Business of Non-Profit Organizations – This course examines the theoretical, philosophical, practical, and ethical perspectives related to the effective management and leadership of not-for-profit organizations in the twenty-first century. Students will examine strategies related to governance and policy development in the not-for-profit organization. The fundamental differences of working for a non-profit or government entity will be discussed and compared/contrasted with for-profit organizations. In addition, students will examine the unique managerial challenges posed to not-for-profit organizations and the typical techniques and practices used by leaders in the public and non-profit sectors. The course will also

familiarize students with the legal implications, unique financial management, and revenue generating models of not-for-profit organizations.

Event Management – An experience-based course, this course will present principles of event management, along with a broad overview of opportunities in the industry. There will be a special focus on current trends and technology, risk management, staffing, and budgeting. A wide diversity of experiences will be available.

Sport Analytics Concentration

Information Technology Management – Organizations that strategically select, manage, and deploy digital business models prosper in the global economy. Students will use systems and business process thinking to create and analyze strategies for technology-enabled organizational and industry transformation. They will propose innovative solutions for new and existing business initiatives to leverage enterprise, consumer, and social technologies.

Business Intelligence – Data is a core building block of modern organizations; transforming data into information and knowledge enables firms to compete effectively. In this course, students learn best practices for acquiring, assessing, and analyzing data to solve business problems. Students also learn the technologies that comprise an organization's information infrastructure. Students gain hands-on experience with these concepts through case studies and exercises.

Consumer Behavior in Sport and Recreation – This course is designed to provide knowledge of the psychological foundations of consumer behavior, the mechanisms of influence that are most likely to lead consumers to change their attitudes, their beliefs, and, most importantly their actions, and how to engage these mechanisms in building persuasive communications. The focus of this class will be on the scientific research (of behavioral scientists from multiple disciplines) that illuminates the psychological processes underlying consumer behavior, with specific focus on spectator and participant based sport and recreation activities.

Sport Analytics – The class will discuss the theory, development, and application of analytics in sport. Students will learn about the application of analytics in sport for purposes of evaluating player performance, team management, market segmentation, pricing, and other areas in sport industry operations. Analytics includes the inclusive use of data, statistical and quantitative analysis, explanatory and predictive models, and fact-based decision making. Analytic methods are employed to gain insights on team and player production, human resource practices, and game management. Additionally, quantitative methods are used to analyze pricing, advertising, promotions, and other sport business decisions. Many new techniques and methods to communicate analytical results are emerging and will be a factor in this new area of sport analytics.

Sport Marketing and Promotions Concentration

Sport Sponsorship and Sales – The course analyzes and produces skills essential to revenue production through sport sponsorship and a variety of approaches and the identification of the various areas and components of sales in the sport industry. Sales theory, principles, current issues, and understanding the unique selling trends of organizations will be addressed as they apply to all levels of programs and in all types of contexts. Experiential learning will be a priority and will be infused into the content delivery through the learning experience.

Consumer Behavior in Sport and Recreation – This course is designed to provide knowledge of the psychological foundations of consumer behavior, the mechanisms of influence that are most likely to lead consumers to change their attitudes, their beliefs, and, most importantly their actions, and how to engage these mechanisms in building persuasive communications. The focus of this class will be on the scientific research (of behavioral scientists from multiple disciplines) that illuminates the psychological processes underlying consumer behavior, with specific focus on spectator and participant based sport and recreation activities.

Sport Media and Communication – This course examines the various aspects of the relationship between sport and both media and communication. An overview of theories in media and communication is systemically provided and discussed. It focuses on the nature of traditional and digital media and its implication for sport policy and management. Specifically, the relationship between the sender, the message, the medium, and the audience are critically examined. Communication management and strategy are also discussed as the production, organization, and consumption of sport involve a wide range of communicative processes. Attention is also paid to the legal and ethical aspects of sport communication.

Miscellaneous Electives

Free electives include any course listed in the above concentrations ([SRM 5221](#) through [SRM 5251](#)) or any of the miscellaneous courses listed below:

Special Topics in Sport and Recreation – This course is designed to provide knowledge of the psychological foundations of consumer behavior, the mechanisms of influence that are most likely to lead consumers to change their attitudes, their beliefs, and, most importantly their actions, and how to engage these mechanisms in building persuasive communications. The focus of this class will be on the scientific research (of behavioral scientists from multiple disciplines) that illuminates the psychological processes underlying consumer behavior, with specific focus on spectator and participant based sport and recreation activities.

Master's Project – Sessions will be scheduled by arrangement with the Master's Project adviser. The Master's Project is limited to those who plan to earn the master's degree by completing a project.

Customer Data Analytics 2 – Building on concepts learned during Customer Analytics 1, students will build more sophisticated models to predict customer response, such as predicting whether a customer will respond to a particular marketing offer (e.g. a direct mailing). Students will acquire skills to construct more advanced models (e.g., logit models, CHAID) to maximize response to marketing campaigns and to compare the effectiveness of alternative models. SPSS software will be utilized.

Master's Thesis – Sessions will be scheduled by arrangement with the Master's Thesis adviser. The Master's Thesis is limited to those who plan to complete the master's degree by writing a thesis.

Courses:

Click [HERE](#) for more information on the courses below.

- Sport Finance and Economics
- Legal Issues in Sport and Recreation

- Philosophy and Ethics
- Sport Marketing
- Strategic Management in Sport and Recreation
- Sport Facility Management
- Special Topics in Sport and Recreation
- Sport Governance and Policy
- Facility Management
- Grad Seminar: Sport/Rec
- Sport Sponsorship and Sales
- Consumer Behavior in Sport and Recreation
- Sport Media and Communication
- Compliance and Student-Athlete Affairs
- Fundraising and Development
- Governance and Policy in Intercollegiate Athletics
- Evaluation of Programs and Events
- Business of Non-Profit Organizations
- Event Management
- Sport Analytics
- Sport for Development
- The Sport Workplace
- Graduate Internship in Sport and Recreation