



# Sport Administration

## MS in Exercise Science and Sport Studies

Graduate students can engage in advanced study in the general field of exercise science and sport studies, and enhance their proficiency in sport administration. The concentration is designed to cultivate the knowledge and skills needed to work in various facets of the sport industry.

Students will benefit from a strong core in Sport Administration, with options to take additional coursework in Athletic Administration (for those seeking the Supervisory Certificate), Coaching, and Sport Business. An internship or research project is the program's culminating experience. Graduates can pursue careers as directors of athletics in interscholastic sport, coaches, directors of community recreation, or managers for professional teams (sales, marketing, facilities, event coordinator, guest relations), or even take on additional, advanced graduate study.

Graduate classes are typically held in the evening, most of which in a hybrid format with a combination of in-person and online work. Instruction takes place on the 4<sup>th</sup> floor of University Hall in fully mediated classrooms.

### Admission Information

- Applicants must have a bachelor's degree
- No Pre-requisites
- Rolling Admission
- Online Application, personal essay, undergraduate transcripts, 2 letters of recommendation, and application fee
- GRE not required

### Contact Information:

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## COLLEGE FOR COMMUNITY HEALTH

Courses include:

### **Required Core Coursework** 6-9 Credit Hours

- PEMJ 502 Methods of Inquiry and Analysis (3)
- Capstone Experience – Select one of the following options:
  - Option A: PEMJ 594 Internship in Sport and Exercise Science (3)
  - Option B: PEMJ 505 Research Design (3) and PEMJ 603 Research Project (3)

### **Required Concentration Coursework** 12 Credit Hours

- SPAD 508 Management and Supervision in Sport (3)
- SPAD 510 Legal Aspects of Sport (3)
- SPAD 512 Facility Management in Sport (1.5)
- SPAD 514 Sport Marketing and Public Relations (3)
- SPAD 515 Sport Finance (1.5)

### **Area of Specialization** (Select one of the following areas of specialization) 9 Credit Hours

- **Athletic Administration:**
  - ELAD 540 Differentiated Supervision (3)
  - ELAD 635 Curriculum, Instruction and Assessment (3)
  - ELAD 680 Leading Curriculum Change for Student Achievement (3)
- **Coaching:**
  - SPAD 547 Advanced Coaching Techniques (3)
  - SPAD 557 Motor Behavior in Youth (3)
  - SPAD 559 Applied Sport and Exercise Psychology (3)
- **Sport Business:**
  - SPAD 525 Sport Media and Technology (3)
  - 6 Credits Hours in Communication, Management, and/or Marketing
    - CMST 520 Public Relations Writing and Media Relations (3)
    - CMST 530 New Media Applications (3)
    - CMST 556 Leadership and Collaborative Innovation (3)
    - MGMT 561 Achieving Competitive Advantage (1.5)
    - MGMT 562 Organizational Behavior (1.5)
    - MGMT 566 Negotiation in the Workplace (1.5)
    - MKTG 561 Applied Marketing Management (1.5)
    - MKTG 573 Social and Mobile Media: Fundamentals and Analytics (1.5)
    - MKTG 586 Sales Management (1.5)

### **Graduate Electives** 3-6 Credit Hours (Select 6 credits for Capstone Option A, 3 credits for Capstone Option B.)

- SPAD 525 Sport Media and Technology (3)
- SPAD 547 Advanced Coaching Techniques (3)
- SPAD 552 Seminar in Current Challenges in Sport (3)
- SPAD 557 Motor Behavior in Youth (3)
- SPAD 559 Applied Sport and Exercise Psychology (3)
- SPAD 575 Sport and Society (3)
- SPAD 580 Independent Study in Sport Administration (1-3)

### **Total** 33 Credit Hours