



About Our Program

The mission of the **M.S. Sport Administration** degree program is to educate students to become reflective, principled, knowledgeable, and creative learners who will succeed in the global sport management community in the 21st century. Sports are a major provider of high dollar entertainment which makes the industry very business oriented. Due to the economic magnitude of the sports industry, the demand for higher educated sports managers is at an all-time high. According to the Occupational Outlook Handbook, employment of sports and entertainment managers is much faster than the average increase for all occupations. A larger population will continue to participate in organized and spectator sports for recreation and entertainment. Job growth will also be driven by the increasing number of retirees who are expected to participate in more leisure activities. Additionally, future expansion of new professional teams and leagues as well as college athletic programs will create additional openings for sport administrative staff.

The **M.S. Sport Administration** Program at MU allows students exposure to modern methods of business communication, sport marketing, sport finance and economics, ethical and legal issues in sport business, facility management and more. Students have the opportunity to gain firsthand experience by completing internships within sport business settings. This allows students to network and obtain valuable experiences, giving them an advantage when entering the workforce.

Our faculty is equally committed to teaching and research in the sport industry. We provide a balanced learning environment with mentoring opportunities available to each and every student. The **M.S. Sport Administration** at MU maintains a strong network of alumni who work in all levels of the sport industry, ensuring our students ready access to a vast network of connections. MU has alumni working in the NCAA, PGA, NBA, NFL, NASCAR, National Sport Association, U.S. Olympic Committee, Community and University Recreation, High School Sports, Youth Sport Programs, and more.



Admission Requirements

Applicants should follow the admissions process described in this catalog or at the Graduate Admissions website at www.marshall.edu/graduate/admissions/how-to-apply-for-admission.

Full Admission (submit all materials directly to Graduate Admissions office):

Option 1:

- an undergraduate Grade Point Average (GPA) of 3.0 or higher on a 4.0 scale for all previously completed undergraduate university work;
- At least a 295 combined score on verbal and quantitative reasoning on the GRE or at least 500 of the GMAT.

Option 2:

- If an applicant obtains an undergraduate Grade Point Average (GPA) of 3.3 or higher on a 4.0 scale for all previously completed undergraduate university work, the admissions examination of GRE or GMAT requirement may be waived.

Provisional Admission

A limited number of students may be admitted provisionally:

- an undergraduate Grade Point Average (GPA) of 2.75 or higher on a 4.0 scale for all previously completed undergraduate university work;
- at least 285 combined score on verbal and quantitative reasoning on the GRE or at least 500 of the GMAT





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Program Requirements

If the thesis option is selected, the student must complete 32 hours, of which six hours are for the thesis. The non-thesis option requires the completion of 36 hours. However, both options require the successful passing of an oral comprehensive examination or thesis defense. Programs illustrated below are the non-thesis option.

Courses for both Sport Management Emphasis and Recreation & Physical Activity Emphasis

Core

- ESS 615 Legal Concern in PE and Athletics
- ESS 652 Organizational Behavior of Sport and Leisure Industry
- ESS 674 Sport Finance/Economics
- ESS 675 Marketing Management of Sport Industry

Research

- ESS 671 Research Methods in Sport Studies

Statistics

- EDF 517 Statistical Methods OR
- MGT 500 Analytical Methods and Techniques OR
- MGT 601 Quantitative Methods for Business OR
- PSY 517 Intermediate Behavioral Statistics OR
- Equivalent

Internship

- ESS 660 Internship

Courses for Sport Management Emphasis

- Graduate courses from College of Business (6 hrs)
- Restricted Electives courses with the approval of advisor (9 hrs.)

Courses for Recreation & Physical Activity Emphasis

- Restricted Electives courses with the approval of advisor (15 hrs.)

Minor in Sport Studies

Interested students should contact the director of the Sport Administration program

Meet the Director



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Director of Sport Management Lab
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