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Sports administration masters programs

For students pursuing a degree in sport management, all courses designated as part of the major (SPST) contribute to their cumulative grade point average. To qualify for graduation, sport management majors must complete a total of 67-70 credits. The required courses include: - SPST 100: Introduction to Sport Management - SPST 105: Sport Industry Seminar - SPST 215: Budgeting and Planning in Sport - SPST 240: Sport Law - SPST 245: Software in Sport - SPST 280: Theory and Behavior of Sport Organizations - SPST 320: Sport Marketing and Promotions - SPST 380: Sales and Client Services - SPST 390: Practicum - SPST 395: Research in Sport - SPST 401: Sport Business and Finance - SPST 421: Capstone in Sport - SPST 422: Leadership in Sport - SPST 490: Internship Electives may be chosen from a variety of courses, including: - SPST 140: Athletes as Activists - SPST 190: Exploration in Sport - SPST 201P: P3 Sport and Society - SPST 203: History of Sport - SPST 205: CC Gender and Sport - SPST 212: Psychology of Sport - SPST 232: Intercollegiate Athletics - SPST 233: Esports & Creators - SPST 235: Ethics in Sport - SPST 261: Parks & Recreation - SPST 265: P5 International Cultures & Sport - SPST 270: P5 Cultural Understanding Through Sport Film - SPST 375: Sport and Social Media - SPST 250: Facility and Operations Management - SPST 255: Sustainability in Sport - SPST 290: Sport Industry Experience - SPST 298: Intro to Sport Analytics - SPST 330: Economics of Sport - SPST 350: Negotiation and Athlete Representation - SPST 365D: CC International Sport - SPST 385: Service Learn Sport Managers - SPST 398: Intern. Sport Analytics - SPST 460: Event Planning and Sponsorship Sales - SPST 497: Baseball Ops Challenge - SPST 2365: Sport Cultures Abroad Additionally, students are required to complete a total of 6 credits in liberal arts courses, and 6 credits in accounting and management courses. Note that sport management majors must achieve a minimum grade of "C" or higher in all SPST courses used for major requirements. To be eligible for this prestigious program, students must demonstrate exceptional academic performance and independence. The course requirements are as follows: 60 credits with a GPA of at least 2.75 in the major is necessary to qualify for the practicum course. For the internship, students need 90 credits with a minimum GPA of 2.75 in their major. Inclusive Childhood Education majors with a Liberal Arts Major or Concentration in Sport Management must declare either a second major or concentration in a liberal arts field. This leads to a Bachelor of Science degree. Students pursuing teaching certification in inclusive childhood education take all the required courses, including meeting the Inclusive Childhood Education requirements (49 credits). To pursue a dual major with sport management, students take all the major requirements plus the inclusive childhood education requirements. For those who wish to concentrate in sport management, specific courses meet the New York state requirement for a liberal arts concentration in this field: SPST 100, SPST 201, SPST 212, SPST 215, SPST 240, SPST 280, and two additional electives. Inclusive childhood education majors must earn at least 30 credits in a liberal arts and sciences content area, which can be fulfilled by courses in sport management. However, neither the inclusive childhood education major nor teacher certification requirements fall under the Commission on Sport Management Accreditation (COSMA). For more information about the degree program and teacher certification, please contact the chair of the Inclusive Education Department. Adaptation — freely modify the content for any purpose, including commercial use. The licensor cannot revoke these rights as long as you comply with the license terms. Attribution — provide proper credit, link to the license, and indicate changes made. You can do so in a reasonable manner that does not imply endorsement by the licensor. ShareAlike — if you modify the content, distribute your contributions under the same license as the original. Sports management is an extensive field covering every aspect of managing sports teams, athletes, events, and facilities. It's essential for collegiate and professional sports as teams operate like businesses. A good sports management program can engage fans, boost ticket sales, support athletes, and ensure a smooth game day. According to PwC's 2025 Sports Industry Outlook, the future of sports holds exciting predictions, including: * The sports sponsorship industry will continue growing and may reach \$160 billion by 2030. * Artificial intelligence (AI) will dominate the media delivery of sports-related content. * Fans are fond of personalized experiences and memorabilia, such as autographed items and limited-edition merchandise. As a sports manager, your duties will vary depending on your role, organization, sport level, and geographic location. Your tasks might include: * Leading public relations between your team, coach, staff, and media * Managing accounting and finance for the team * Arranging travel plans for the team * Monitoring ticket sales and improving them * Scheduling events involving the team or athletes * Seeking out sponsors and partners * Ensuring event facilities operate smoothly * Analyzing contracts and hiring personnel * Promoting teams, athletes, events, and merchandise through digital and traditional media Teams have access to necessary equipment and uniforms. Enforcing rules and regulations set by schools, leagues, conferences, or organizations is crucial in sports management jobs. Working in sports management offers various career paths with distinct degrees, experience, and skills required. Some roles include: Athletic Director: Responsible for collegiate athletic programs, managing budgets, coordinating with academic departments, and ensuring teams have the necessary equipment and uniforms. They must also comply with conference rules and regulations. Facility Manager: Oversees venues where teams play and practice, maintaining facilities, managing staff, and making decisions about new designs. Event Coordinator: Arranges events at facilities, handling marketing, ticket sales, scheduling, and media contacts. They must be skilled problem solvers and multitaskers, with strong people skills. Sports Agent: Represents individual athletes, helping them navigate careers, negotiate contracts, and manage sponsorships. Sports agents must be effective negotiators, communicators, and team players. Salary potential varies depending on the role, location, experience, and qualifications. According to the US Bureau of Labor Statistics, median pay for coaches and scouts in 2023 was \$45,910 annually. Working experience at state, local, and private educational institutions and professional schools. Job growth is expected to be 9% between 2023 and 2033, which is higher than average [2]. Median annual salary for sports agents is \$132,810 in 2023, while event planners earn a median of \$56,920 annually, with job growth at 7% by 2033 [4]. Facilities managers make \$104,900 per year, with 6% projected growth between 2023 and 2033, faster than average for most jobs [5]. Qualifications required to work as a sports manager include experience, expertise in sports management and other relevant qualifications. Degrees in marketing, business, finance, law, communications or public relations may be more suitable than a degree specifically in sports management. The necessary qualifications will depend on the role. Some common degrees for this career path include: A degree in sports management A degree in marketing or related fields such as business, finance, law, communications or public relations Sports Management Skills and Experience Needed To succeed in a career in sports management, it's not enough to just have a degree - gaining relevant experience is also crucial. This can be achieved through internships, volunteer opportunities, or entry-level jobs in the field. For example, one could consider fundraising for a local sports team, coaching a recreational league team, or assisting team coaches. Online Master's in Sports Management: Boost Your Career Without Taking a Break You'll interact with various professionals in the sports industry, including athletes, coaches, and stadium staff, as you build your skills in teamwork and collaboration. While not an athlete yourself, your role is crucial to game day success. Sports management courses on Coursera can help you develop job-ready skills, discover career options, and enhance your resume. The Becoming a Sports Agent course teaches recruiting, agency management, and more, while the Sports Marketing course covers ticket pricing, brand positioning, social media marketing, and other essential topics. With an online master's in sports management program, you can build on your bachelor's degree skills, even if it was in a related field. The programs offer flexibility and convenience to study from home, allowing you to pursue your passion for sports while keeping up with work obligations. After graduation, you'll be equipped to enter various sports-related careers. To help you make an informed decision, we've compiled the best online master's in sports management programs of 2025. The University of Florida and Clemson University offer two excellent online master's programs in sport management and athletic leadership. Both institutions take a holistic approach to admissions, allowing students with strong letters of recommendation to compensate for application shortcomings. Key highlights include PAADS-certified hands-on experience, career coaching, and competitive industry experience required. The Georgetown University in Washington D.C., offers a flexible online master's program in sports industry management that can be completed within 2-5 years with a total of 30 credits. The program is designed for working students and focuses on leadership skills, allowing them to balance work and studies. Students can opt for both synchronous and asynchronous coursework, making it ideal for those who need flexibility. The online master's in sports industry management at Georgetown University allows students to gain experience in applied ethics in sports, strategic sports marketing, and sports leadership and management. Additionally, they will complete a capstone project that showcases their skills and knowledge in the field. Another option is Northwestern University in Evanston, IL, which offers a master's program in sports administration that can be completed online. This program allows students to tailor it according to their needs and goals, whether they are looking for a career in college sports or professional athletics. The curriculum includes core classes such as introduction to sports analytics, sports marketing, and sports business. Both programs offer networking opportunities, flexible online formats, and experienced faculty. They also have accreditation from recognized institutions, making them reliable choices for students pursuing higher education in the field of sports management. Given article text here The University of Miami's master's in education in sports administration ranks among our best for 2025. The program allows you to tailor the program to align with your academic and career goals, whether you're pursuing a career in college sports or professional athletics. Students complete core classes such as introduction to sports analytics, sports marketing, sports business, and the technology of sport, alongside major requirements that can also be pursued as specializations in sports analytics or college sports management. The University of Miami offers a flexible online master's program in sports administration, ranking among the best for 2025. This 30-credit program is ideal for students pursuing careers in coaching or administration and can be completed in under two years. Key classes include sport sponsorship, legal aspects in sports, and principles of sports marketing. Online learners have access to practical tools and comprehensive support. The program's highlights include a 20-month completion time, hands-on learning opportunities, and strong collegiate sports history. Tuition for the private school is \$41,580 for both in-state and out-of-state students. The University of Miami has accreditation and an online enrollment rate of 26%. In contrast, Louisiana State University (LSU) offers a 36-credit online master's program in sport management that can be completed in just one year. This COSMA-accredited program covers core classes on social issues in sports, sports law, organizational behavior, and economic issues in sports. While LSU doesn't offer academic specializations, students can choose electives aligned with their goals. The highlights of LSU's program include public school tuition, a 12-month completion time, and no internship requirement. However, the program requires a GRE score and has limited elective options. Tuition is \$9,132 for both in-state and out-of-state students, and the online enrollment rate is 48%. Ohio University's standout online master of sports administration can be completed within five semesters by taking on-campus and online courses. This 36-credit program is COSMA-accredited, meaning it meets the industry standards for sport management education. The curriculum covers essential topics such as sport law, leadership in sport administration, and human resource management in sport. Students are required to complete a capstone seminar before graduation and participate in an in-person residency. This online master's degree offers flexibility, with tuition rates that align with public school costs. A GRE is not required for admission, although two years of professional experience are preferred. The average undergraduate tuition is around \$12,000 for in-state students and over \$23,800 for out-of-state students. Ohio University's program has an online enrollment rate of 63%. Given article text here **University of Cincinnati's Online Master's in Sport Administration** The University of Cincinnati offers a flexible and affordable 30-credit master's program in sport administration, allowing students to complete the curriculum within 12-18 months. The program provides a unique experiential learning-focused approach, where students showcase their skills through practical demonstrations rather than traditional exams. **Key Highlights** • Flexible asynchronous delivery • Personal and career advising • No GRE requirement or internship needed • Private school tuition • Cincinnati, OH location This program prepares students for various roles in sports settings, including collegiate athletics, event management, and sports marketing. The coursework covers essential topics such as financial resources management, the impact of technology in sport, and preparing for a career in sport. **Admission Requirements** • No midterms or final exams • Practical applications of the curriculum • Asynchronous delivery • Know Before You Apply The University of Cincinnati's online master's in sport administration offers a unique blend of hands-on learning and practical experience, making it an attractive option for students looking to turn their passion for sports into a fulfilling career. Online Master's in Sports Management: A Smart Investment? A significant portion of students believe that earning an online degree has provided a positive return on investment, with nearly 80% of online master's students and graduates stating that the online learning environment is equal to or better than attending classes on campus. When researching online sports management programs, it's essential to consider factors such as cost, financial aid, program length, application requirements, and potential career opportunities. On average, a two-year online master's in sports management program costs around \$22,000 without financial aid, although this can be reduced with aid. To ensure finding the best program, research each option carefully and explore accelerated options. Earning around 60 credits beyond your master's degree, you'll gain a deep understanding of research methods, law, and sports business management. Specializations include human resource management in sports, leadership in sports, sports marketing, and sports governance to combat corruption. With a doctoral degree, you can pursue academia, research, or lead a sports organization. Online master's programs typically take two years, but accelerated options are available. For the NFL, a bachelor's degree is necessary for most roles. Specialized positions require advanced degrees like a JD or professional/master's degree. Career paths include marketing, legal and compliance, operations, sales, finance, and more. Jobs in sports management are in demand, with growth rates projected to be 8% for advertising and marketing managers and 9% for coaches/scouts. You'll develop leadership and business skills through coursework like sports and society, finance and economics of sports, and marketing and public relations in sports. A capstone project allows you to apply your knowledge to real-world scenarios.