

Master of Science

Sport Management (MS)

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2010 Student Recreation Center
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This program is designed to prepare students for leadership roles within the sport industry. Students are provided with theoretical and practical knowledge and skills to face opportunities and challenges associated with sport business careers. The curriculum is consistent with current principles and practices of academic and sport marketplace standards. This program is available on-campus and online.

Admission

Admission and Entrance Requirements

Applicants for the M.S. in Sport Management are required to submit credentials for consideration through the Office of Graduate Admissions at Old Dominion University. Each year, review of application materials begins on March 1st for Summer and Fall admissions and on November 1st for Spring admissions. Students applying for admission with regular status must have:

- A completed online application via www.odu.edu/admission/graduate (<http://www.odu.edu/admission/graduate/>)
- A baccalaureate degree from a regionally-accredited institution or an equivalent degree from a foreign institution
- 2.8 cumulative GPA or higher (on a 4.0 scale)*
- 3.0 GPA or higher in the undergraduate major*
- Personal essay (no more than two pages) addressing motivations to apply to program, career interests, and ability to complete graduate level work
- Three letters of recommendation (from former professors or employers)
- Current copy of resume
- Transcripts from all prior postsecondary institutions
- Test of English as a Foreign Language (TOEFL) score of at least 550 on the paper-based test (79 on the iBT) or 6.5 overall on the IELTS for non-native English speakers
- A standardized test score (GRE, GMAT, or MAT) is optional, but may help demonstrate the ability to take on the rigor of graduate level studies. It is recommended if an applicant has an overall GPA lower than 3.0.

* Students who have a low GPA may be considered for admission with provisional status.

Curriculum

Sport Management Core Courses

SMGT 738	Sport Finance	3
SMGT 746	Strategic Marketing in Sport	3
SMGT 760	Sport Law	3
SMGT 775	Management and Leadership in Sport	3

Research Core

FOUN 611	Introduction to Research Methods in Education	3
or FOUN 612	Applied Research Methods in Education	
SMGT 780	Sport Analytics	3

Capstone Experience

Select one of the following options:	6
Thesis Option:	
SMGT 698	Thesis Research in Sport Management
SMGT 699	Thesis in Sport Management
Research Project Option: ⁺	

SMGT 636 Research Problems in Sport Management

+ Elective (3 credits)

Internship Option: +

SMGT 668 Internship in Sport Management

Electives *

Select 9 credits from the following: 9

SMGT 652 Facility Management for Sport, Recreation and Entertainment

SMGT 653 Sponsorship and Event Planning

SMGT 750 Ethics in Sport Management

SMGT 755 Social Issues in Sport

SMGT 785 Sport Entrepreneurship

Total Credit Hours 33

+ Denotes an additional requirement of comprehensive exam based on core course requirements.

* List of electives is not comprehensive. Prior approval from graduate advisor is required for other possible electives.

Additional Requirements

Continuance and Exit Requirements

Students must meet all requirements for continuance as outlined in the graduate continuance policy for the University. Students completing the program must:

- Have an overall grade point average of 3.0 or higher
- Have a grade point average of 3.0 or higher in the major
- Demonstrate writing proficiency
- Satisfy all course competencies
- Complete an internship or research problem or thesis
- If doing an internship or research problem, also pass a comprehensive examination
- Have an exit interview with the program director
- File the necessary paperwork for graduation