

Executive Sport Management, M.S.

Degree Offered

- Master of Science

Nature of the Program

Students have two options for completing a master's degree in sport management: 1) On-Campus and 2) Distance-Learning with Areas of Emphasis in either Comprehensive Sport Industry Management or Interscholastic Athletic Administration.

This Master of Science in Executive Sport Management program is also designed for individuals seeking employment and career advancement in the exciting, global industry of sport, but it is delivered entirely online. The program focuses on the most contemporary issues in sport management, and is delivered via online courses taught by faculty and industry professionals who are nationally and internationally recognized leaders in their fields. As a student, you will explore the latest research, industry trends, and recommendations for best practice, while also acquiring applied skills. Topics covered include profitability, diversity, legal issues, facilities, ethics and changing markets in sport. In addition to these core courses, students further specialize by selecting an area of emphasis.

The area of emphasis in Comprehensive Sport Industry Management includes a two-course sequence that provides students with additional preparation in sport management research and contemporary issues in sport business. This area of emphasis contributes to one's professional readiness to work across all sectors of the sport industry, including youth sport, collegiate and professional athletics, in either an introductory or advanced position within the job market.

The area of emphasis in Interscholastic Athletic Administration is designed for those individuals who are either currently working or would like to work as athletic directors or faculty managers at the middle or high school level. Students learn the roles, responsibilities, challenges and opportunities associated with a career in sport management, particularly within interscholastic athletic administration. This two-course sequence affords students the opportunity to further differentiate your plan of study and enhance marketability for employment in a range of youth sport settings. Completion of this area of emphasis is intended to prepare students to meet the requirements necessary to obtain the National Interscholastic Athletic Administrators Association (NIAAA) Registered Athletic Administrator (RAA) certification as well as the educational requirements necessary for the NIAAA Certified Athletic Administrator (CAA) certification.

Admissions

These programs utilize the University GPA requirement (<http://catalog.wvu.edu/graduate/graduateeducationatwestvirginiauniversity/#classificationtext>) for entry to both programs.

Admissions criteria and processes are identical for both the Areas of Emphasis in Comprehensive Sport Industry Management and Interscholastic Athletic Administration. These criteria include:

- Resume: including any professional experiences in the sport industry
- Personal statement: 1-2 written pages on professional goals and reasons for seeking admission

Applications accepted on a rolling basis until May 1 (for summer start, middle of May), August 1 (for fall start, middle of August), and December 1 (spring start, early to mid January).

Accelerated B.S./M.S. Sport Management

Students must complete an internal application for admission to the accelerated B.S./M.S. (ABM) program. Students may apply for regular admission to the ABM in SM program in the fall semester following the completion of 60 credits, but not later than the semester after which they have completed 95 credits. Only enrolled WVU SM majors may be considered for regular admission to the program. Transfer students must complete at least 24 credit hours as degree seeking students at WVU before applying. The minimum GPA requirement for regular admission into the ABM program is a GPA of 3.25 with no provisional admissions allowed. Regular admission will not be offered to students with less than two semesters to complete the bachelor's degree. The ABM in SM program is not available to students seeking a second (or subsequent) bachelor's degree. Internal application is due by October 15 with program admissions decisions communicated by December 15. Applications will be reviewed by a faculty work group and presented to the program faculty for a final admissions decision.

Admission Requirements 2024-2025

The Admission Requirements above will be the same for the 2024-2025 Academic Year.

Online Major Code: 5544

Degree Requirements: Distance Education Program

Code	Title	Hours
SM 527	Legal Issues in Sport Administration (Online)	3
SM 535	Sport Management Processes	3
SM 540	International Sport Governance (Online)	3
SM 546	Sport Marketing	3
SM 570	Sport Finance	3
SM 575	Fund-Raising and Development (Online)	3
SM 580	Sociocultural and Ethical Dimensions of Sport (Online)	3
SM 586	Facility Planning and Management	3
Area of Emphasis		6
Sport Industry Management		
Interscholastic Athletic Administrator		
Total Hours		30

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SM 685 may be substitute for any of the above courses for three credits with approval.

Areas of Emphasis

- Interscholastic Athletic Administrator (p. 2)
- Sport Industry Management (p. 2)

Interscholastic Athletic Administrator Area of Emphasis

Code	Title	Hours
All courses will need to be completed with a grade of C- or better.		
SM 571	Interscholastic Sport Organization and Administration	3
SM 578	Leadership in Interscholastic Athletic Administration	3
Total Hours		6

*

This program can be started in any semester, but the starting point will impact the order in which classes are taken.

Sport Industry Management Area of Emphasis

Code	Title	Hours
All courses will need to be completed with a grade of C- or better.		
SM 516	Sport Marketing Research Methods	3
SM 545	Current Issues & Applications in Sport Management	3
Total Hours		6

*

This program can be started in any semester, but the starting point will impact the order in which classes are taken.

Accelerated Programs

- B.S. Sport and Exercise Psychology and M.S. Sport Management
- B.S. Sport Management and M.S. Sport Management

Accelerated Bachelors/Masters Degree Requirements

Code	Title	Hours
University Requirements		44
Sport and Exercise Psychology Program Requirements		13
Sport and Exercise Psychology Major Requirements		51

Master of Science Sport Management Requirements	30
Total Hours	138

University Requirements

Code	Title	Hours
General Education Foundations (GEF) 1, 2, 3, 4, 5, 6, 7, and 8 (31-37 Credits)		
Outstanding GEF Requirements 1, 3, 5, 6 and 7		18
PASS 191	First-Year Seminar	2
General Electives		24
Total Hours		44

Sport and Exercise Psychology Program Requirements

Code	Title	Hours
BIOL 102 & 102L	General Biology 2 and General Biology 2 Laboratory (GEF 2)	4
PSYC 101	Introduction to Psychology *	3
SOC 101	Introduction to Sociology	3
Sociology (SOCA) 200-400 Level Elective		3
Total Hours		13

Sport and Exercise Psychology Major Requirements

Code	Title	Hours
ACE 256	Principles and Problems of Coaching	3
COUN 303	Introduction to Helping Professions	3
EXPH 365	Exercise Physiology 1	3
PASS 300	Career Exploration in Physical Activity and Sport Sciences	3
PET 124	Human Body: Structure and Function	2
PET 125	Principles of Human Movement	2
PET 175	Motor Development	2
PSYC 241	Introduction to Human Development (GEF 8)	3
PSYC 251	Introduction to Social Psychology (GEF 8)	3
PSYC 281	Introduction to Abnormal Psychology	3
SEP 271	Sport in American Society (GEF 8) *	3
SEP 272	Psychological Perspectives of Sport (GEF 4) *	3
SEP 383	Exercise Psychology	3
SEP 385	Social Psychology of Sport	3
SEP 420	Sport Performance Enhancement	3
SEP 425	Psychological Aspects of Sport Injury	3
Select one of the following:		3
PASS 489	Capstone Experience in PASS	
SEP 474	Sport Studies Research Methods	
Select one of the following:		3
PASS 359	Mindfulness for Health and Well-being	
SEP 415	Physical Activity Promotion in Diverse Settings	
SEP 430	Cross Cultural Perspectives in Sport Psychology	
SEP 493	Special Topics	
Total Hours		51

Master of Science in Sport Management Requirements

Code	Title	Hours
Minimum overall GPA of 3.0 or higher required.		
A grade of C or higher must be earned in all major courses		
Core Coursework		
SM 527	Legal Issues in Sport Administration	3
SM 575	Fund-Raising and Development	3
SM 535	Sport Management Processes	3
SM 546	Sport Marketing	3
SM 570	Sport Finance	3
SM 580	Sociocultural and Ethical Dimensions of Sport	3
SM 540	International Sport Governance	3
SM 516	Sport Marketing Research Methods	3
or SM 571	Interscholastic Sport Organization and Administration	
SM 590	Teaching Practicum	3
or SM 578	Leadership in Interscholastic Athletic Administration	
SM 586	Facility Planning and Management	3
Total Hours		30

Suggested Plan of Study

First Year

Fall	Hours	Spring	Hours
ENGL 101 (GEF 1)		3 BIOL 102 & 102L (GEF 2)	4
PSYC 101		3 SEP 271 or 272 (GEF 8)	3
SEP 272 or 271 (GEF 4)		3 GEF 5	3
GEF 6		3 PET 124	2
PASS 191		2 ENGL 102	3
		14	15

Second Year

Fall	Hours	Spring	Hours
ACE 256		3 PET 175	2
GEF 3		3 GEF 7	3
PSYC 241		3 Elective or Minor Course	9
PET 125		2 PSYC 251	3
SOC 101		3	
		14	17

Third Year

Fall	Hours	Spring	Hours	Summer	Hours
COUN 303		3 EXPH 365		3 SM 535	3
SEP 383		3 SEP 385		3 SM 586	3
PASS 300		3 SM 570		3	
Sociology Elective 200-Level		3 SM 580		3	
PSYC 281		3 Elective or Minor Course		3	
		15		15	6

Fourth Year

Fall	Hours	Spring	Hours	Summer	Hours
SEP 415		3 SEP 474		3 SM 527	3
SEP 420		3 SEP 425		3 SM 540	3
SM 516 or 571		3 SM 546		3	

SM 590 or 578	3 SM 575	3	
Elective or Minor Course	6 Elective or Minor Course	6	
	18	18	6

Total credit hours: 138

Accelerated B.S./M.S. Degree Requirements

DEGREE REQUIREMENTS

Code	Title	Hours
	University Requirements	39
	Sport Management Major Requirements	69
	M.S. Sport Management Degree Requirements	30
	Total Hours	138

UNIVERSITY REQUIREMENTS

Code	Title	Hours
	General Education Foundations (GEF) 1, 2, 3, 4, 5, 6, 7, and 8 (31-37 Credits)	
	Outstanding GEF Requirements 1, 2, 3, 5, and 6	15
PASS 191	First-Year Seminar	2
	General Electives	22
	Total Hours	39

SPORT MANAGEMENT MAJOR REQUIREMENTS

Code	Title	Hours
	A grade of C- or higher must be earned in all courses unless otherwise noted.	
	A minimum GPA of 2.5 is required in all courses.	
ACCT 201	Principles of Accounting 1	3
BCOR 350	Principles of Marketing	3
BCOR 370	Principles of Management	3
	Select one of the following (GEF 8):	3
COMM 102	Fundamentals of Interpersonal Communication	
COMM 104	Fundamentals of Public Communication	
COMM 306	Organizational Communication	3
CS 101	Intro to Computer Applications (GEF 2)	4
ECON 200	Survey of Economics	3
or ECON 201	Principles of Microeconomics	
ENGL 101	Introduction to Composition and Rhetoric (GEF 1)	3
MDIA 101	Media and Society (GEF 4)	3
PR 215	Introduction to Public Relations	3
SEP 271	Sport in American Society (GEF 8)	3
SEP 272	Psychological Perspectives of Sport (GEF 8)	3
SM 167	Introduction to Sport Management (B- or higher)	3
SM 340	Sport Governance	3
SM 345	Technology in Sport Management	2
SM 350	Leadership Theory and Application in Sport	2
SM 355	Orientation in Sport Management	1
SM 375	Sport in the Global Market (GEF 7)	3
SM 387	Contemporary Issues in Sport Management	3
SM 425	Sport Facility Management	3
SM 486	Sport Marketing & Sales	3
SM 491	Professional Field Experience	3

Advisor Approved Electives

6

Total Hours

69

M.S. SPORT MANAGEMENT DEGREE REQUIREMENTS

Code	Title	Hours
Minimum overall GPA of 3.0 or higher required.		
SM 516	Sport Marketing Research Methods	3
SM 527	Legal Issues in Sport Administration	3
SM 535	Sport Management Processes	3
SM 540	International Sport Governance	3
SM 546	Sport Marketing	3
SM 570	Sport Finance	3
SM 575	Fund-Raising and Development	3
SM 580	Sociocultural and Ethical Dimensions of Sport	3
SM 586	Facility Planning and Management	3
SM 590	Teaching Practicum	3
Total Hours		30

Suggested Plan of Study**First Year**

Fall	Hours	Spring	Hours
ENGL 101 (GEF 1)		3 CS 101 (GEF 2)	4
Select one of the following:		3 ACCT 201	3
COMM 102		PR 215	3
COMM 104		SEP 271	3
MDIA 101		3 GEF 5	3
SM 167		3	
PASS 191		2	
GEF 6		3	
		17	16

Second Year

Fall	Hours	Spring	Hours
ENGL 102 (GEF 1)		3 BCOR 350 or 370	3
Select one of the following (GEF 3):		3 ECON 200 or 201	3
MATH 121		SM 350	3
MATH 124		SM 355	1
COMM 306		3 Industry Approved Elective	3
SEP 272 (GEF 8)		3 Elective or Minor Course	3
GEF 2		3	
		15	16

Third Year

Fall	Hours	Spring	Hours	Summer	Hours
BCOR 370 or 350		3 SM 375 (GEF 7)		3 SM 516	3
SM 340		3 SM 486		3 SM 586	3
SM 345		2 Industry Approved Elective		3 SM 590	1
SM 425		3 Elective or Minor Course		6 Elective or Minor Course	2
Elective or Minor Course		3			
		14		15	9

Fourth Year

Fall	Hours	Spring	Hours	Summer	Hours
SM 387		3 SM 527		3 SM 535	3
SM 491		3 SM 540		3 SM 570	3
SM 546		3 SM 590		1 SM 580	3
SM 575		3 Elective or Minor Courses		8	
SM 590		1			
		13			9
				15	

Total credit hours: 139

Program Learning Outcomes**SPORT MANAGEMENT**

The goal of the program is for students to graduate with the essential skills and knowledge necessary to prepare them for immediately entry into a career in the field of sport management.

- **Professional Knowledge** - Understand advanced disciplinary knowledge and the primary modes of inquiry that form the basis for evidence-informed practice in their field.
- **Professional Practice** - Apply evidence-informed strategies in their professional practice to meet the differentiated needs of the client groups and key stakeholders whom they serve.
- **Professional Leadership** - Contribute to the leadership of communities of professional practice as collaborative learners who can facilitate their own continued development and that of others.