

Sport Management, M.S.

Degree Offered

- Master of Science

Nature of the Program

The Master of Science in Sport Management prepares students to compete for jobs in the sport market as an industry leader. This 30-credit hour program is delivered on-campus and provides real-world training in a range of areas including data-based decisions, management and human development, revenue generation, ethical decision-making, and more. The curriculum is designed to provide students with broad professional preparation in the sport management field to accommodate a variety of professional and career goals. The plan of study also affords students with the opportunity to further specialize in one of two tracks: (1) Professional Track, or (2) Thesis Track with a research component.

The Professional Track is developed for those students who are seeking entry or currently working in the sport industry. Students in this track have the opportunity to pursue a Sport Industry Leadership and Change Management certificate featuring experiential learning through an internship in the sport industry.

The Thesis Track is available for students who are considering doctoral level work in the future. Sport Management has continued to emerge as a popular area of study in colleges and universities across the world. The completion of a master's thesis remains an important benchmark for those students who aspire to faculty and/or research positions in higher education. The ability to effectively collect, manage, analyze, and interpret data also has implications for leaders of many non-profit organizations and sport associations. Students in this track have the opportunity to pursue the Advanced Sport Management Research certificate featuring an emphasis on research methods and mentored research.

Admissions for 2025-2026

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

ON-CAMPUS

- Resume: including any professional experiences in the sport industry
- Personal statement: 1-2 written pages on professional goals and reasons for seeking admission (students interested in thesis track should describe their research interests)
- Letters of recommendation (2)

Apply by December 1 for priority consideration. Applications that are incomplete or are submitted after the deadline may be reviewed if openings remain. Admission is limited to a fall start only.

On campus Major Code: 5532

Degree Requirements: Campus Program

Code	Title	Hours
A grade of C or higher must be earned in all major courses.		
Core Coursework		
SM 502	Revenue Generation and Financial Sustainability in Sport	3
SM 503	Data-Based Decision-Making in Sport Organizations	3
SM 504	Human Resource Development and Managing Change in Sport Organizations	3
SM 505	Critical Thinking and Ethics in Sport	3
Select one of the following tracks:		18
Professional Track - Complete 6 courses		
SM 516	Applied Research in Sport Management	
SM 527	Navigating Legal Issues in Sport Management	
SM 535	Management of Human Resources in Sport Organizations	
SM 540	Sport Policy and Governance	
SM 545	Current Issues & Applications in Sport Management	
SM 546	Sport Consumer Behavior and Marketing	
SM 570	Financial Decision-Making in Sport	
SM 575	Sport Development and Fundraising	

SM 580	Social and Ethical Responsibility in Sport
SM 586	Sport Facility Operations
Thesis Track	
Research Methods and Statistics	
Select two of the following courses for a total of 6 credit hours:	
EDP 613	Statistical Methods 1
EDP 614	Statistical Methods 2
SCFD 615	Qualitative Research Methods
SCFD 715	Advanced Qualitative Research
Research Requirement	
SEP 615	Research Methodology in Physical Education (3 credit hours)
SM 697	Research (6 credit hours)
SEP 765	Dissertation and Thesis Seminar (3 credit hours)
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Total Hours	30

Major Learning Outcomes

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.