Master of Science
Sport Management (MS)

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2010 Student Recreation Center
757-683-4353

This program is designed to prepare students for leadership roles within the sport industry. Students are provided with theoretical and practical knowledge to face the 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

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<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Credits</th>
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<tbody>
<tr>
<td>SMGT 738</td>
<td>Sport Finance</td>
<td>3</td>
</tr>
<tr>
<td>SMGT 746</td>
<td>Strategic Marketing in Sport</td>
<td>3</td>
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<tr>
<td>SMGT 760</td>
<td>Sport Law</td>
<td>3</td>
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<tr>
<td>SMGT 775</td>
<td>Management and Leadership in Sport</td>
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Research Core

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<tr>
<th>Course</th>
<th>Title</th>
<th>Credits</th>
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<tbody>
<tr>
<td>FOUN 611</td>
<td>Introduction to Research Methods in Education</td>
<td>3</td>
</tr>
<tr>
<td>or FOUN 612</td>
<td>Applied Research Methods in Education</td>
<td></td>
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<tr>
<td>SMGT 780</td>
<td>Sport Analytics</td>
<td>3</td>
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Capstone Experience
Select one of the following options:

- Thesis Option:
  - SMGT 698 Thesis Research in Sport Management
  - SMGT 699 Thesis in Sport Management
- Research Project Option: *

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<th>Credit Hours</th>
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<td>33</td>
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+ 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