Master of Science

Sport Management with a Concentration in Sport Analytics (MS)

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2010 Student Recreation Center
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This concentration is designed to provide students with knowledge, skills, and abilities in sport analytics. Expertise in sport analytics is in demand as the sport industry increasingly relies on data-driven decision making to enhance team performance, fan engagement, and business outcomes. This concentration prepares students for a wide range of career opportunities, including analytics roles across various domains within sport organizations.

Admission and Entrance Requirements

Applicants for the M.S. in Sport Management with a Concentration in Sport Analytics are required to submit credentials for consideration through the Office of Graduate Admissions or International Admissions at Old Dominion University. We have rolling admissions, but applicants who submit materials prior to March 1st for Fall admissions and prior to November 1st for Spring admissions will receive first consideration. Students applying for admission with regular status must have:

- A completed online application submitted to the Office of Graduate Admissions or International Admissions.
  - Domestic students submit at: https://www.odu.edu/admission/graduate (https://www.odu.edu/admission/graduate/)
  - International students submit at: https://www.odu.edu/admission/international (https://www.odu.edu/admission/international/)
- 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.
- Two letters of recommendation from former professors or employers.
- Current copy of resume.
- Transcripts from all prior post-secondary 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 580	Introduction to 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 (plus one additional elective)	
Internship Option: [++]		
SMGT 668	Internship in Sport Management	
Electives [*]		
Select 9 credits from the following:		9
SMGT/HPE 515	Principles of Coaching Management	
SMGT 560	Sport and Social Justice	
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	
SMGT 790	Applied Sport Analytics	
COMM 562	Sport Communication	
Concentration in Sport Analytics [**]		
SMGT 580	Introduction to Sport Analytics	
CS/DASC 620	Introduction to Data Science and Analytics	
SMGT 790	Applied Sport Analytics	
Total Credit Hours		**33**

+	Required courses.	
++	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.	
**	The Sport Analytics concentration is optional. It includes one required course (SMGT 580) and two of three electives.	

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.
- Complete exit survey.
- File the necessary paperwork for graduation.