

Sport Business MS

SCHOOL OF SPORT, TOURISM AND HOSPITALITY MANAGEMENT

About the Program

The goal of the Master of Science in Sport Business program is to prepare future leaders in the areas of policymaking, management, supervision, education and research. The program provides for the analysis of current trends, problems and policies that affect sport and leisure services. Designed to provide a multifaceted approach to the study of sport business, the program is structured to prepare students for a wide range of career opportunities in athletic administration, marketing and promotions, recreation and event management, and sport analytics.

Students interested in studying at the doctoral level should refer to the PhD program in Business Administration with a concentration in Tourism and Sport offered by Fox School of Business and Management.

Time Limit for Degree Completion: 4 years

Campus Location: Main and Online

Full-Time/Part-Time Status: The degree program can be completed on a full- or part-time basis.

Study Abroad: Students who wish to do their internships abroad work closely with the Center for Student Professional Development, which assists with the necessary contacts and supervision.

Areas of Specialization: Four areas of concentration are offered:

- Athletics Administration
- Recreation and Event Management
- Sport Analytics
- Sport Marketing and Promotions

Job Prospects: Students typically find placement in campus recreation, college athletics, parks and recreation, professional sports, sport governing bodies, stadium and arena management, and youth sport.

Financing Opportunities: Students are automatically considered for merit scholarships from the School of Sport, Tourism and Hospitality Management (STHM) at the time of admission. Scholarships are awarded on the basis of a student's academic history and professional experience.

Teaching and Research Assistantships within STHM are reserved for students who are capable of teaching undergraduate classes in specialized academic areas or assisting in faculty research. Graduate Externships are also available in a variety of areas around the university. Only admitted students may be awarded assistantships and externships.

Teaching Assistants (TAs), Research Assistants (RAs), and Graduate Externs (GEs) are expected to provide between 5 and 20 hours per week of service throughout the academic year. A nine-month stipend and partial or full (up to 9 credits) tuition remission for the Fall and Spring terms are offered for TAs and RAs, depending on the number of hours worked. GEs receive a stipend only. Applications for assistantships and externships are not evaluated until a Graduate School application and all appropriate materials have been received. The evaluation of applicants for Teaching and Research Assistantships and Graduate Externships begins by March and continues until all positions have been filled.

Admission Requirements and Deadlines

Application Deadline:

Fall:

- December 15 – Early Admissions Deadline
- March 1 – Priority Scholarship Deadline and International Deadline
- June 30 – Final Application Deadline

Spring:

- August 1 – Priority Scholarship & International Student Deadline
- November 1 – Final Student Application Deadline

Applications are processed as they arrive through the deadline. Late applications may be considered for admission if space is available.

APPLY ONLINE to this STHM graduate program.

Letters of Reference:*Number Required: 1*

From Whom: Letters of recommendation should be obtained from college/university faculty members familiar with academic competence and/or past or current work supervisors.

Bachelor's Degree in Discipline/Related Discipline: All applicants must present credentials that are the equivalent of the appropriate baccalaureate degree at Temple University.

Statement of Goals: In 500 words or less, describe your short-term and long-term professional goals. Explain how this program will help you attain those goals.

Standardized Test Scores:

GRE/GMAT: Scores may be requested based on the applicant's academic and/or professional background. Consult an admissions advisor with any questions.

Applicants who earned their baccalaureate degree from an institution where the language of instruction was other than English, with the exception of those who subsequently earned a master's degree at a U.S. institution, must report scores for a standardized test of English that meet these minimums:

- TOEFL iBT: 79
- IELTS Academic: 6.5
- Duolingo: 110
- PTE Academic: 68

Resume: Current resume or CV required.

Transfer Credit: Graduate credits from an accredited institution may be transferred into the program. The credits must be equivalent to coursework offered in the Master of Science in Sport Business and cannot have been used to complete another degree either at Temple University or another institution. The grade must be a "B" (3.0 GPA) or better in order to transfer. The maximum number of credits a student may transfer is 6.

Program Requirements

General Program Requirements:*Number of Credits Required Beyond the Baccalaureate: 36**Required Courses:*

| Code | Title | Credit Hours |
|---|--|--------------|
| Core Courses | | |
| SRM 5201 | Sport Finance | 3 |
| SRM 5202 | Sport Economics | 3 |
| SRM 5212 | Legal Issues in Sport and Recreation | 3 |
| SRM 5215 | Sport Marketing | 3 |
| SRM 5216 | Strategic Management in Sport and Recreation | 3 |
| SRM 5218 | Equity, Inclusion, and Ethics in Sport Business | 3 |
| STHM 5111 | Applied Research | 3 |
| Electives | | |
| Select courses from the following totaling 9-12 credits: ¹ | | 9-12 |
| Athletics Administration Concentration | | |
| SRM 5217 | Sport Facility Management | |
| SRM 5225 | Sport Sponsorship and Sales | |
| SRM 5231 | Compliance in Intercollegiate Athletics | |
| SRM 5232 | Fundraising and Development | |
| SRM 5233 | Governance and Policy in Intercollegiate Athletics | |
| SRM 5234 | Student-Athlete Affairs in Intercollegiate Athletics | |
| Any SRM or STHM Elective ² | | |
| Recreation and Event Management Concentration | | |
| SRM 5217 | Sport Facility Management | |
| SRM 5232 | Fundraising and Development | |

| | |
|--|--|
| SRM 5235 | The Business of Recreation |
| SRM 5241 | Evaluation of Programs and Events |
| SRM 5242 | Business of Non-Profit Organizations |
| SRM 5243 | Event Management |
| SRM 5252 | Sport for Development |
| Any SRM or STHM Elective ² | |
| Sport Analytics Concentration | |
| SRM 5249 | Introduction to Applied Sport Analytics |
| SRM 5254 | Advanced Sport Data Analysis and Visualization |
| SRM 5256 | Professional Portfolio in Sport Analytics |
| Any SRM or STHM Elective ² | |
| Sport Marketing and Promotions Concentration | |
| SRM 5225 | Sport Sponsorship and Sales |
| SRM 5226 | Consumer Behavior in Sport and Recreation |
| SRM 5227 | Sport Media and Communication |
| Any SRM or STHM Elective ² | |
| Capstone Course | |
| Select courses from the following totaling 3-6 credits: ³ | |
| | |
| SRM 5285 | Graduate Internship in Sport and Recreation |
| STHM 9995 | Master's Project |
| STHM 9996 | Master's Thesis |
| Total Credit Hours | |
| | |

6-3

36

¹ Students electing to earn an optional concentration must complete a minimum of 9 credit hours from the approved course list within the specific concentration. Students can elect to complete up to 3 credit hours of any SRM or STHM elective as part of their 12-credit hour requirement for a concentration. To have a concentration designated on their transcript, students must declare the concentration with the Manager of Graduate Student Services before the start of their final semester.

² Any SRM or STHM course at the 5000 level or higher is considered an elective.

³ Students who choose to take 6 credits of capstone courses take 9 credits of electives. Students who take 3 credits of capstone courses are required to complete 12 credits of electives.

Culminating Event:

Capstone Course:

Students select a capstone course to complete the MS in Sport Business. As best fits their individualized program, they choose from SRM 5285 Graduate Internship in Sport and Recreation, STHM 9995 Master's Project and STHM 9996 Master's Thesis:

- SRM 5285 utilizes a field placement with emphasis on acquisition and application of practical skills. The student completes a total of 180 contact hours in cooperation with an agency and under supervision of both the University internship coordinator and the agency-designated supervisor.
- STHM 9995 is an option for students who do not need to undertake an internship. Students currently working in the field who seek a master's degree to gain a promotion should not be required to find additional work outside their active employment to complete an internship. Instead, such students can complete a project related to their specific field of interest.
- STHM 9996 is also offered as an option for any student who may opt to write a thesis, for example, in anticipation of pursuit of a doctoral degree.

Accelerated Programs

Undergraduate students may opt to pursue an accelerated +1 program, enabling them to complete both a bachelor's degree and master's degree in less time than the traditional route.

The accelerated pathway for the Sport Business MS is available to all qualified undergraduate students. Students pursuing the Sports and Entertainment Management BS will be able to use the graduate level courses to satisfy requirements for their undergraduate major.

Cohort Code: XMSSB

Minimum Cumulative GPA: 3.25

Graduate Courses Approved to Count for Both Undergraduate and Graduate Degrees

| Code | Title | Credit Hours |
|-----------|--|--------------|
| SRM 5202 | Sport Economics ¹ | 3 |
| SRM 5212 | Legal Issues in Sport and Recreation ² | 3 |
| SRM 5218 | Equity, Inclusion, and Ethics in Sport Business ³ | 3 |
| STHM 5111 | Applied Research ⁴ | 3 |

Additional course options include:

| | |
|----------|---------------------------------|
| SRM 5201 | Sport Finance |
| SRM 5251 | Introduction to Sport Analytics |

¹ A student in the Sport and Entertainment BS can substitute SRM 5202 for the requirement of SEM 3216. A student in the Sport and Recreation BS can substitute SRM 5202 for the requirement of SRM 3216.

² A student in the Sport and Entertainment BS can substitute SRM 5212 for the requirement of SEM 2212. A student in the Sport and Recreation BS can substitute SRM 5212 for the requirement of SRM 2212.

³ A student in the Sport and Entertainment BS can substitute SRM 5218 for an SEM elective at the undergraduate level. A student in the Sport and Recreation BS can substitute SRM 5218 for an SRM elective at the undergraduate level.

⁴ A student in the Sport and Entertainment BS can substitute STHM 5111 for an SEM elective at the undergraduate level. A student in the Sport and Entertainment BS can substitute STHM 5111 for an SRM elective at the undergraduate level.

Suggested Academic Plan

| Course | Title | Credit Hours |
|---------------------------|---|--------------|
| Year 3 | | |
| Fall | | |
| STHM 5111 | Applied Research | 3 |
| Credit Hours | | 3 |
| Spring | | |
| SRM 5212 | Legal Issues in Sport and Recreation | 3 |
| Credit Hours | | 3 |
| Year 4 | | |
| Fall | | |
| SRM 5218 | Equity, Inclusion, and Ethics in Sport Business | 3 |
| Credit Hours | | 3 |
| Spring | | |
| SRM 5202 | Sport Economics | 3 |
| Credit Hours | | 3 |
| Total Credit Hours | | 12 |

Admissions Criteria

Students should apply in the spring of their sophomore year but students in their first term junior year may also apply upon a course review by an STHM CSS advisor.

Application link: <https://forms.gle/ieypK93b72XZyz147>

Contact Information

Heather Blackburn, Assistant Dean
hblackburn@temple.edu

Contacts

Program Web Address:

<https://sthm.temple.edu/graduate-programs/master-of-science-in-sport-business/>

Department Information:

School of Sport, Tourism and Hospitality Management
111 Speakman Hall
1810 N. 13th Street
Philadelphia, PA 19122-6083
sthmgrad@temple.edu
215-204-8701

Submission Address for Application Materials:

https://connect.temple.edu/portal/gr_applytoday

Department Contacts:*Assistant Director of Graduate Enrollment:*

Jon Campione
jonathan.campione@temple.edu
215-204-3104

Manager of Student Services:

James Alton, MEd
james.alton@temple.edu
215-204-7140

Chairperson:

Amy Giddings, PhD
giddings@temple.edu
215-204-3022