

# Sport Business MS

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## 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

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:* 2

**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: Required. Individuals may qualify for a GRE/GMAT waiver based on academic or professional history. 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
<b>Core Courses</b>		
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
<b>Electives</b>		
Select courses from the following totaling 9-12 credits: <sup>1</sup>		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 <sup>2</sup>		
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 <sup>2</sup>	
Sport Analytics Concentration	
SRM 5251	Introduction to Sport Analytics
SRM 5253	Applied Sport Analytics
SRM 5254	Advanced Sport Data Analysis and Visualization
SRM 5256	Professional Portfolio in Sport Analytics
Any SRM or STHM Elective <sup>2</sup>	
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 <sup>2</sup>	
<b>Capstone Course</b>	
Select courses from the following totaling 3-6 credits: <sup>3</sup>	
SRM 5285	Graduate Internship in Sport and Recreation
STHM 9995	Master's Project
STHM 9996	Master's Thesis
<b>Total Credit Hours</b>	

6-3

36

1

Students electing to earn an optional concentration must complete 12 credits in any combination from the concentration courses identified for that concentration. To have a concentration designated on their transcript, students must declare the concentration with the Manager of Graduate Student Services.

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.

## 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  
 sthm@temple.edu  
 215-204-8701

## **Submission Address for Application Materials:**

<https://apply.temple.edu/FOX/Account/Login>

## **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