Sport Business, M.S.

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 Ph.D. 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, with business electives offered at the Center City campus or 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 placements in college athletics, campus recreation, professional sports, sport governing bodies, youth sport, stadium and arena management, and parks and recreation.

Financing Opportunities: Teaching and Research Assistantships and Graduate Externships within the School of Sport, Tourism and Hospitality Management are reserved for students who are capable of teaching undergraduate classes in specialized academic areas or assisting in faculty research. 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 9-month stipend is offered along with partial or full (up to 9 credits) tuition remission for the Fall and Spring terms 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. Assistantships and externships are available only to admitted students. 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:

For Fall:

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

Applications are processed as they arrive through the deadline.

APPLY ONLINE to this STHM graduate program at https://fox.secure.force.com/sthmlogin/.

Letters of Reference:

Number of Letters Required: 2

From Whom: Letters of recommendation should be obtained from college/university faculty members familiar with academic competence and/or an immediate work supervisor.

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, explain your academic/professional goals, personal strengths that will contribute to success in the graduate program, and personal weaknesses that may inhibit your success.

**Standardized Test Scores:**
GRE or GMAT: Required. Individuals may qualify for a GRE/GMAT waiver based on academic or professional history.

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: 100
- IELTS Academic: 7.0
- PTE Academic: 68

**Resume:** Current resume 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’ (3.00 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:**

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credit Hours</th>
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<tbody>
<tr>
<td><strong>Core Courses</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>SRM 5211</td>
<td>Sport Finance and Economics</td>
<td>3</td>
</tr>
<tr>
<td>SRM 5212</td>
<td>Legal Issues in Sport and Recreation</td>
<td>3</td>
</tr>
<tr>
<td>SRM 5215</td>
<td>Sport Marketing</td>
<td>3</td>
</tr>
<tr>
<td>SRM 5216</td>
<td>Strategic Management in Sport and Recreation</td>
<td>3</td>
</tr>
<tr>
<td>SRM 5217</td>
<td>Sport Facility Management</td>
<td>3</td>
</tr>
<tr>
<td>SRM 5285</td>
<td>Graduate Internship in Sport and Recreation</td>
<td>3</td>
</tr>
<tr>
<td><strong>Fox School of Business and Management Requirements</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>STAT 5001</td>
<td>Quantitative Methods for Business</td>
<td>3</td>
</tr>
<tr>
<td>One elective course from the Fox School of Business and Management</td>
<td>3</td>
<td></td>
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**Sport Business Electives**
Select 12 credits of the following:

- **Athletics Administration Concentration**
  - SRM 5225 | Sport Sponsorship and Sales
  - or SRM 5232 | Fundraising and Development
  - SRM 5231 | Compliance and Student-Athlete Affairs
  - SRM 5233 | Governance and Policy in Intercollegiate Athletics
  - SRM free elective

- **Recreation and Event Management Concentration**
  - SRM 5232 | Fundraising and Development
  - SRM 5241 | Evaluation of Programs and Events
  - SRM 5242 | Business of Non-Profit Organizations
  - SRM 5243 | Event Management
  - SRM free elective

- **Sport Analytics Concentration**
  - MIS 5001 | Information Technology Management
  - MIS 5101 | Business Intelligence
  - SRM 5226 | Consumer Behavior in Sport and Recreation
  - SRM 5251 | Sport Analytics
  - SRM free elective
<table>
<thead>
<tr>
<th>Sport Marketing and Promotions Concentration</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>SRM 5225</td>
<td>Sport Sponsorship and Sales</td>
</tr>
<tr>
<td>SRM 5226</td>
<td>Consumer Behavior in Sport and Recreation</td>
</tr>
<tr>
<td>SRM 5227</td>
<td>Sport Media and Communication</td>
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<tr>
<td>SRM free elective</td>
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**Miscellaneous Electives**

Free electives include any course listed in the above concentrations (SRM 5221 through SRM 5251) or any of the miscellaneous courses listed below:

<table>
<thead>
<tr>
<th>Course</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>SRM 5220</td>
<td>Special Topics in Sport and Recreation</td>
</tr>
<tr>
<td>STHM 9995</td>
<td>Master's Project</td>
</tr>
<tr>
<td>STHM 9996</td>
<td>Master's Thesis</td>
</tr>
</tbody>
</table>

**Total Credit Hours**

36

1. The specific Fox School of Business and Management elective course will be chosen by the student in cooperation with her/his advisor and will be relevant to the student's declared concentration.

2. Students may take 12 credits from the STHM elective courses listed above (in addition to the Fox School of Business and Management requirements, if necessary). If students wish to have a concentration designation on their transcripts, they must take each course designated under one concentration listed below and declare the concentration.

3. MIS 5001 Information Technology Management or MIS 5101 Business Intelligence satisfies the requirement for this concentration and for the second Fox School of Business and Management requirement listed above.

**Culminating Event:** SRM 5285 Graduate Internship in Sport and Recreation represents the culminating experience for all M.S. students during their term of graduation. A minimum of 3 credits is required for all students, regardless of concentration. The graduate internship utilizes a field placement with emphasis on acquisition and application of practical skills. A total of 180 contact hours are completed in cooperation between the student and an agency, under supervision of both the University internship coordinator and the agency-designated supervisor.

**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://fox.secure.force.com/sthmlogin/

**Department Contacts:**

*Assistant Director of Graduate Enrollment:*
Michelle Rosar
michelle.rosar@temple.edu
215-204-3315

*Manager of Student Services:*
James Alton, M.S.Ed.
james.alton@temple.edu
215-204-7140

*Academic Director:*
Amy Giddings, Ph.D.
giddings@temple.edu
215-204-4398

*Chairperson:*
Courses

SRM 5211. Sport Finance and Economics. 3 Credit Hours.
This course will analyze the relationship between finance and the sport and recreation industry. The purpose is to apply a series of basic financial and economic principles to the decision making process of sport firms and organizations. Issues include optimal pricing strategies, demand analysis, optimal financing, hiring decisions, and investment decisions; all of which can be undertaken with the tools addressed in this course. This course examines a variety of financial management issues relevant to major professional sport franchises, the corporations that use sport as a vehicle for promotion, and other organizations comprising the industry. Additionally, emphasis is placed on the financial and economic aspects of the public finance of sport facility construction and other forms of government subsidizes of the sport industry.

Field of Study Restrictions: Must be enrolled in one of the following Majors: Sport Business.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate.
College Restrictions: Must be enrolled in one of the following Colleges: Sport Tourism Hospitality Mgt.

Repeatability: This course may not be repeated for additional credits.

SRM 5212. Legal Issues in Sport and Recreation. 3 Credit Hours.
The course addresses the legal aspects of sport, recreation, and leisure services, with a focus on tort liability, human rights liability, criminal liability, and contractual liability. Legal concepts of negligence, situations which give rise to law suits, and principles of risk management will be covered. Legal issues related to use of equipment, facility management, and accommodation for special populations will also be addressed.

Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate.
College Restrictions: Must be enrolled in one of the following Colleges: Sport Tourism Hospitality Mgt.

Repeatability: This course may not be repeated for additional credits.

SRM 5214. Philosophy and Ethics. 3 Credit Hours.
The course will apply the traditional philosophical schools of thought (Idealism, Realism, Pragmatism, and Naturalism) to the philosophy of sport and recreation. In addition, Existentialism and Humanism will be analyzed to determine the implications for organizing sport and recreation programs. The course also covers issues and problem areas associated with ethics, ethical behavior, and ethical codes of sport and recreation professional associations.

Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate.

Repeatability: This course may not be repeated for additional credits.

SRM 5215. Sport Marketing. 3 Credit Hours.
This course provides an overview of the core sport marketing and promotions principles. In addition to covering the essentials of the marketing mix, this course will also include lessons on the development of marketing strategies in the modern sport marketplace.

Field of Study Restrictions: Must be enrolled in one of the following Majors: Sport Business.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate.
College Restrictions: Must be enrolled in one of the following Colleges: Sport Tourism Hospitality Mgt.

Repeatability: This course may not be repeated for additional credits.

SRM 5216. Strategic Management in Sport and Recreation. 3 Credit Hours.
This course focuses on the basic functions of management and the strategic challenges confronting firms that compete in the global economy within the sport and recreation industry. It provides students a forum in which to apply and integrate management and strategic theories, practices and skills in a global environment, and across all types of organizations, including public, private, and voluntary. The course also gives opportunities for entrepreneurs in the industry through business plan development.

Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate.
College Restrictions: Must be enrolled in one of the following Colleges: Sport Tourism Hospitality Mgt.

Repeatability: This course may not be repeated for additional credits.
SRM 5217. Sport Facility Management. 3 Credit Hours.
The principles of planning areas and facilities for sport, recreation, and parks are explored. In addition to the design and construction of specific sport and recreation facilities, approaches to standards and regional planning will be discussed. Problems and issues related to funding, maintenance, and use of sport and recreation facilities will be analyzed. The course will also include trends in facility design, construction, and maintenance.

Field of Study Restrictions: Must be enrolled in one of the following Fields of study: Sport Business.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate.
College Restrictions: Must be enrolled in one of the following Colleges: Sport Tourism Hospitality Mgt.

Repeatability: This course may not be repeated for additional credits.

SRM 5220. Special Topics in Sport and Recreation. 3 Credit Hours.
This course is designed to provide knowledge of the psychological foundations of consumer behavior, the mechanisms of influence that are most likely to lead consumers to change their attitudes, their beliefs, and, most importantly their actions, and how to engage these mechanisms in building persuasive communications. The focus of this class will be on the scientific research (of behavioral scientists from multiple disciplines) that illuminates the psychological processes underlying consumer behavior, with specific focus on spectator and participant based sport and recreation activities.

Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate.
College Restrictions: Must be enrolled in one of the following Colleges: Sport Tourism Hospitality Mgt.

Repeatability: This course may be repeated for additional credit.

SRM 5221. Sport Governance and Policy. 3 Credit Hours.
The course addresses the various approaches to organizing and governing sport and athletic programs from school sports to professional sports, from individual conferences to international organizations. Principles, issues, and problem areas associated with the governance of individual athletic departments will be addressed as well as the principles, issues, and problem areas associated with athletic conferences, and national and international governing bodies. Specific problems in relation to the size, structure, and staff of athletic departments and sport governing bodies will be analyzed.

Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate.
College Restrictions: Must be enrolled in one of the following Colleges: Sport Tourism Hospitality Mgt.

Repeatability: This course may not be repeated for additional credits.

SRM 5224. Grad Seminar: Sport/Rec. 3 Credit Hours.
Problems involving organizational patterns and administrative functions essential to effective program organization will be analyzed. There will be special emphasis on staffing, scheduling, records, equipment, fund raising, equipment liability, and plant facilities. Sessions with leaders and practitioners in sport and administration will be included.

Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate.

Repeatability: This course may not be repeated for additional credits.

SRM 5225. Sport Sponsorship and Sales. 3 Credit Hours.
The course analyzes and produces skills essential to revenue production through sport sponsorship and a variety of approaches and the identification of the various areas and components of sales in the sport industry. Sales theory, principles, current issues, and understanding the unique selling trends of organizations will be addressed as they apply to all levels of programs and in all types of contexts. Experiential learning will be a priority and will be infused into the content delivery through the learning experience.

Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate.
College Restrictions: Must be enrolled in one of the following Colleges: Sport Tourism Hospitality Mgt.

Repeatability: This course may not be repeated for additional credits.

SRM 5226. Consumer Behavior in Sport and Recreation. 3 Credit Hours.
This course is designed to provide knowledge of the psychological foundations of consumer behavior, the mechanisms of influence that are most likely to lead consumers to change their attitudes, their beliefs, and, most importantly their actions, and how to engage these mechanisms in building persuasive communications. The focus of this class will be on the scientific research (of behavioral scientists from multiple disciplines) that illuminates the psychological processes underlying consumer behavior, with specific focus on spectator and participant based sport and recreation activities.

Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate.
College Restrictions: Must be enrolled in one of the following Colleges: Sport Tourism Hospitality Mgt.

Repeatability: This course may not be repeated for additional credits.
SRM 5227. Sport Media and Communication. 3 Credit Hours.
This course examines the various aspects of the relationship between sport and both media and communication. An overview of theories in media and communication is systematically provided and discussed. It focuses on the nature of traditional and digital media and its implication for sport policy and management. Specifically, the relationship between the sender, the message, the medium, and the audience are critically examined. Communication management and strategy are also discussed as the production, organization, and consumption of sport involve a wide range of communicative processes. Attention is also paid to the legal and ethical aspects of sport communication.

Field of Study Restrictions: Must be enrolled in one of the following Majors: Sport Business.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate.
College Restrictions: Must be enrolled in one of the following Colleges: Sport Tourism Hospitality Mgt.

Repeatability: This course may not be repeated for additional credits.

SRM 5231. Compliance and Student-Athlete Affairs. 3 Credit Hours.
This course addresses the current state of rules compliance and student services in intercollegiate athletics. Regulations and enforcement structure will be examined at the national, conference, and institutional levels. The course will also detail the support mechanisms and corresponding legislation aimed at the academic and personal development of student-athletes. The implications and consequences of such legislation will be explored.

Field of Study Restrictions: Must be enrolled in one of the following Majors: Sport Business.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate.
College Restrictions: Must be enrolled in one of the following Colleges: Sport Tourism Hospitality Mgt.

Repeatability: This course may not be repeated for additional credits.

SRM 5232. Fundraising and Development. 3 Credit Hours.
This course provides an overview of the role of fundraising and development in a sport setting. Students will gain an understanding of the strategies and processes used to generate revenue through philanthropic giving for programs. Environmental analyses and strategic planning will be central to training students to develop appropriate, successful fundraising and development programs. The role of governing bodies, ethical and legal implications will also be addressed.

Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate.
College Restrictions: Must be enrolled in one of the following Colleges: Sport Tourism Hospitality Mgt.

Repeatability: This course may not be repeated for additional credits.

SRM 5233. Governance and Policy in Intercollegiate Athletics. 3 Credit Hours.
The purpose of this course is to provide an in depth overview of intercollegiate athletic governing bodies. The students will gain an understanding of the structure, policies, finances, and current issues related to intercollegiate athletics. Additionally, students will identify appropriate strategies for effectively dealing with current issues/problems in intercollegiate athletics.

Field of Study Restrictions: Must be enrolled in one of the following Fields of study: Sport Business.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate.
College Restrictions: Must be enrolled in one of the following Colleges: Sport Tourism Hospitality Mgt.

Repeatability: This course may not be repeated for additional credits.

SRM 5241. Evaluation of Programs and Events. 1.5 Credit Hour.
The goal of this course is to provide students with the background necessary to understand the evaluation process in the field of events and recreation management. The focus of the class is on evaluation, assessment, and different types of program evaluation, including needs assessment, formative research, process evaluation, monitoring of outputs and outcomes, impact assessment, and cost analysis. Both quantitative and qualitative research methods are addressed. Students will execute an applied evaluation project. This project involves practice in interviewing, focus groups, survey questionnaire development, data collection, and data analysis. The course will provide students with a conceptual map of how evaluation research is conducted, the resources available to them, the vocabulary of research, and guidance in writing an evaluation report.

Field of Study Restrictions: Must be enrolled in one of the following Majors: Sport Business.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate.
College Restrictions: Must be enrolled in one of the following Colleges: Sport Tourism Hospitality Mgt.

Repeatability: This course may not be repeated for additional credits.
SRM 5242. Business of Non-Profit Organizations. 1.5 Credit Hour.
This course examines the theoretical, philosophical, practical, and ethical perspectives related to the effective management and leadership of not-for-profit organizations in the twenty-first century. Students will examine strategies related to governance and policy development in the not-for-profit organization. The fundamental differences of working for a non-profit or government entity will be discussed and compared/contrasted with for-profit organizations. In addition, students will examine the unique managerial challenges posed to not-for-profit organizations and the typical techniques and practices used by leaders in the public and non-profit sectors. The course will also familiarize students with the legal implications, unique financial management, and revenue generating models of not-for-profit organizations.

Field of Study Restrictions: Must be enrolled in one of the following Majors: Sport Business.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate.
College Restrictions: Must be enrolled in one of the following Colleges: Sport Tourism Hospitality Mgt.

Repeatability: This course may not be repeated for additional credits.

SRM 5243. Event Management. 3 Credit Hours.
An experience-based course, this course will present principles of event management, along with a broad overview of opportunities in the industry. There will be a special focus on current trends and technology, risk management, staffing, and budgeting. A wide diversity of experiences will be available.

Field of Study Restrictions: Must be enrolled in one of the following Majors: Sport Business.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate.
College Restrictions: Must be enrolled in one of the following Colleges: Sport Tourism Hospitality Mgt.

Repeatability: This course may not be repeated for additional credits.

SRM 5251. Sport Analytics. 3 Credit Hours.
The class will discuss the theory, development, and application of analytics in sport. Students will learn about the application of analytics in sport for purposes of evaluating player performance, team management, market segmentation, pricing, and other areas in sport industry operations. Analytics includes the inclusive use of data, statistical and quantitative analysis, explanatory and predictive models, and fact-based decision making. Analytic methods are employed to gain insights on team and player production, human resource practices, and game management. Additionally, quantitative methods are used to analyze pricing, advertising, promotions, and other sport business decisions. Many new techniques and methods to communicate analytical results are emerging and will be a factor in this new area of sport analytics.

Field of Study Restrictions: Must be enrolled in one of the following Majors: Sport Business.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate.
College Restrictions: Must be enrolled in one of the following Colleges: Sport Tourism Hospitality Mgt.

Repeatability: This course may not be repeated for additional credits.

Pre-requisites:
STAT 5001|Minimum Grade of B-|May not be taken concurrently.

SRM 5252. Sport for Development. 3 Credit Hours.
In grassroots development and peace promotions, sport is used in an extremely wide range of situations - whether as an integrated tool in short-term emergency human aid activities, or in long-term development cooperation projects on local, regional, or global scales. This course explores the role sport plays as a promoter of social integration and economic development in different geographical, cultural, and political contexts.

Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate.

Repeatability: This course may not be repeated for additional credits.

SRM 5255. The Sport Workplace. 3 Credit Hours.
This course focuses on the basic functions of management and the strategic challenges confronting firms that compete in the global economy within the sport and recreation industry. It provides students a forum in which to apply and integrate management and strategic theories, practices and skills in a global environment, and across all types of organizations including public, private, and voluntary. The course focuses on specific elements of the workplace that are distinctive within the sport industry, such as the role of affect and organizational climate. Career opportunities and industry labor statistics are introduced in depth to allow a full view of the broad sport industry.

Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate.

Repeatability: This course may not be repeated for additional credits.
SRM 5285. Graduate Internship in Sport and Recreation. 3 Credit Hours.
The Graduate Internship experience represents the culminating experience for all MS students during their semester of graduation. A minimum of 3 credit hours is required for all students, regardless of concentration. The Graduate Internship utilizes a field placement with emphasis on acquisition and application of practical skills. One hundred and eighty contact hours will take place in cooperation between the student and an agency, under supervision of both the University internship coordinator and the agency-designated supervisor.

Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate.
College Restrictions: Must be enrolled in one of the following Colleges: Sport Tourism Hospitality Mgt.

Repeatability: This course may be repeated for additional credit.