

GRADUATE

M.B.A with a Concentration in Sports Business

Master of Business Administration with a Sports Business Concentration		Course Credits	Total Required Credits
Required Courses			
MBA Program Core			30-39
Sports Business Concentration			10
** SPRT 585 is required, plus three SPRT electives **			
SPRT 585	Career and Professional Preparation in Sports Business	1	
* Sports Business Electives (select three from the following below) *			
SPRT 565	Strategic Revenue Generation in Sports Business	3	
SPRT 575	Fan Experience and Analytic-Based Engagement	3	
SPRT 580	The Business of College Sports	3	
SPRT 586	Sports Business Thesis	3	
SPRT 589	Topics in Sports Business	3	
Total Required Credits			40-49

Strategic Revenue Generation in Sports Business

Provides a foundation in the principles and significance of sales and revenue generation in the business of sport through a mix of theoretical fundamentals and practical application. The course covers key sales and revenue generation elements such as the sport sales process and how to market and manage business assets in sponsorships, media rights branding and merchandise, concessions, ticket sales, and fundraising.

Fan Experience and Analytic-Based Engagement

Offers an overview of business and analytic-based actions related to fan engagement and experience enhancement. Specific topics include: content distribution and platforms, digital content creation, facility engagement and sustainability and insight, hospitality, player and gameday access, mining fan data (surveys, social media activity, website activity), ticketing content, customer information, etc.), social channels, strategic storytelling, technological enhancement innovation, and other related areas.

The Business of College Sports

Offers an overview of the business sides of intercollegiate athletics, with a specific focus on revenue generation in areas such as Activation, Data-Driven Decision Making, Digital Channels, Event Operations, External Operations (Marketing/PR), Facility Strategy, Hospitality, Multimedia Rights, Naming Rights, Licensing, Social Channels, Sponsorship, Ticketing.

Sports Business Thesis

Intended to demonstrate a student's ability to carry out original research. Thesis may be designed to answer practical or ethical issues of interest to scholars and professionals in the sport business field.

Sports Industry Career Preparation

Students will be exposed to leading industry professionals that are experts in their field and active in the sports industry. Networking events, personal social media branding and sporting event volunteerism all in an effort to prepare them for an accelerated career trajectory.

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Fundraising (Development),
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