Sport Management

Major Adviser: Ellen Staurowsky, Chair of Graduate Program and Professor of Sport Management, staurows@ithaca.edu

The Department of Sport Management and Media prepares graduate students for a variety of positions in the sports industry. Our goal is to create a collaborative and nurturing learning environment for analyzing and resolving the challenges in the business and culture of sports. With this as a foundation, students can enter the industry with exceptional knowledge, exceptional preparation, a strong alumni network, and the confidence to assume leadership positions.

With its thesis and non-thesis options, the master of science degree program in sport management allows students to match their learning experiences to individual academic strengths and career plans. A small student body and knowledgeable, interested faculty enhance program individualization, as does the opportunity to pursue independent study and professional internships.

Admission Requirements

Admission to the sport management program is granted on the basis of cumulative undergraduate grade point average, Graduate Record Examination scores or Graduate Management Admission Test scores, a personal career statement, and recommendations. General admission to the degree program is granted to applicants who have a good scholastic record (a 3.00 on the 4.00 system) and have received a four-year baccalaureate degree from an accredited college. Applications are reviewed on an individual basis, taking into account such factors as previous academic achievements, successful professional experience, and special personal circumstances. Applicants who have questions regarding their eligibility for admission are encouraged to contact Ellen Staurowsky, chair of the graduate program, 607-274-1730.

All students seeking an M.S. degree in sport management should have either taken or have competency in the following preparatory undergraduate course: Principles of Microeconomics or equivalent. The course can be taken while at Ithaca College or at other institutions. To verify the equivalency of courses taken elsewhere, contact the chair of the program.

Provisional Students (non-matriculated)

Students who have not met the requirements and standards for matriculation in the program may be admitted provisionally. These include students who have been accepted pending satisfactory completion of specific preparatory undergraduate courses as well as those with a lower-than-acceptable cumulative GPA. These students may enroll provisionally until they have completed, with a grade of B or better, the number of graduate credits stipulated by the chair of the program. A maximum of 12 credits earned as a provisional student may be credited toward a graduate degree.

Tuition Expenses

Tuition has been set for the sport management program at $555 per credit for academic year 2006-7.
Master of Science Degree with Thesis (30 credits)

The M.S. program with thesis serves a twofold purpose: it can be viewed as the initial step for those interested in pursuing teaching and research careers in sport management, and it can enhance qualifications for entrance into a Ph.D. program. Both theoretical research and applied research are emphasized. The thesis is based on the student’s independent research, but the work is guided, from selection of a topic through final revision, by a thesis committee. The completed thesis must receive the approval of both the department and the dean of graduate studies.

The program requires 24 credits of coursework and 6 credits of thesis. In addition, the student must complete an oral examination in defense of the thesis. To be eligible for the oral examination, the student must have completed the required courses and have a cumulative GPA of 3.00 or higher for all graduate courses completed as part of the program.

Master of Science Degree without Thesis (30 credits)

The non-thesis plan is designed for those whose major objective in graduate study is to enhance their professional background in sport management and media.

A total of 30 credits are needed to complete this program (18 credits of required coursework, 6 credits of internship, and 6 credits of electives). In addition, the student must complete a written comprehensive examination covering general knowledge of the field of sport management, knowledge of specific areas within the field, and research and statistical methods with applications to sport management. In order to be eligible for the written comprehensive examination, the student must have completed the required courses and have a cumulative GPA of 3.00 or higher for all graduate courses completed as part of the program.

Typical Course Sequence for the M.S. in Sport Management

Thesis Plan (30 credits)

Fall
HPEG-61400 Research Methods in Health and Physical Education 3
SPMG-60000 Sport in Society 3
SPMG-66000 Sports Law 3
SPMG-70000 Thesis I 3

Spring
ESSG-61000 Statistical Methods 3
SPMG-65000 Sport Marketing 3
SPMG-67000 Sport Economics 3
SPMG-5xxxx or SPMG-6xxxx Sport management elective 3

Summer
xxx-5xxxx or xxx-6xxxx Graduate elective 3
### Non-Thesis Plan (30 credits)

#### Fall
- **HPEG-61400** Research Methods in Health and Physical Education 3
- **SPMG-60000** Sport in Society 3
- **SPMG-66000** Sports Law 3
- **SPMG-5xxxx or SPMG-6xxxx** Sport management elective 3

#### Spring
- **ESSG-61000** Statistical Methods 3
- **SPMG-65000** Sport Marketing 3
- **SPMG-67000** Sport Economics 3
- **xxx-5xxxx or xxx-6xxxx** Graduate elective 3

#### Summer
- **SPMG-69000** Internship 6

Total 30 credits

### Sport Management Course Descriptions

In the following course descriptions, F=fall, S=spring, SU=summer, Y=yearly, and IRR=courses that are offered at irregular intervals.

**SPMG-58000 Sport in Popular Culture**

Investigates the significance of sport’s contributions to popular culture during the 20th and 21st centuries. The primary focus will be on the United States, but contemporary globalization will also be considered. The primary mode of inquiry will be through discussions that examine sport in a variety of cultural forms, including literature, film, television, advertising, cartoons, the Internet, and music. 3 credits. (SU,Y)

**SPMG-59000 Minicourses in Sport Management**

A series of short courses in specialized areas of sport management. Analysis of actual case studies focusing on sport management problems and issues confronted by sport managers to help students further develop their critical-thinking and problem-solving skills. Students conduct independent research to analyze a particular management problem/issue (case study) and develop strategies to address it effectively. May be repeated. 1-3 credits. Pass/fail only. (IRR)

**SPMG-60000 Sport in Society**
An investigation of the social significance of sport and the utilization of the sociological perspective for understanding the nature of sport. 3 credits. (F,Y)

SPMG-63000 Independent Research

Independent research conducted under the guidance of a graduate faculty member. Students must submit a petition for approval by the sponsoring faculty member and the graduate chair prior to registering for the course. No more than 6 credits of independent study courses (SPMG-63000 Independent Research and SPMG-63100 Independent Reading) may be applied toward degree requirements. Elective. 1-3 credits per course. (F, S, SU, Y)

SPMG-63100 Independent Reading

A survey and analysis of current and classical literature pertaining to a selected topic of interest. Readings will include both assigned and student-selected materials for the purpose of student presentation to, and discussion with, the assigned instructor. Students must submit a petition for approval by the sponsoring faculty member and the graduate chair prior to registering for the course. No more than 6 credits of independent study courses (SPMG-63000 Independent Research and SPMG-63100 Independent Reading) may be applied toward degree requirements. 1-3 credits per course. (F, S, SU, Y)

SPMG-65000 Sport Marketing

Marketing theory and principles are examined and applied within the sport context. Promotional activities/programs used to implement marketing strategies that carry out the missions of sport organizations are examined. Case studies are used to understand how chief executive officers of sport organizations choose, maintain, or redirect marketing strategies and promotional activities to achieve organizational goals. Students are required to conduct sport marketing research projects and write a sport marketing proposal. 3 credits. (S, Y)

SPMG-66000 Sports Law

Focuses on a variety of legal issues in the sport management field. Various legal areas, such as tort, contract, antitrust, labor, and constitutional law, will be explored. 3 credits. (F, Y)

SPMG-67000 Sport Economics

Application of economic theory to the markets of professional and amateur sports. Applies economic principles to analyze a wide range of issues within the realm of professional sports and intercollegiate athletics. Included is the analysis of labor markets and labor relations, public finance of sports facilities, and the organization of sports institutions. 3 credits. (S, Y)

SPMG-69000 Internship

Supervised work experience in an agency. Approval and support of a graduate faculty sponsor and the graduate chair and completion of 15 credit hours of SPMG courses with a minimum 3.00 GPA are required. 6 credits. (F, S, SU, Y)

SPMG-70000 Thesis I

Open only to qualified and preapproved students who are preparing a proposal for an original scholarly thesis. Conducted on a conference basis with the thesis adviser, the course culminates in a written and oral thesis proposal. In order for a student to enroll in Thesis II, the thesis proposal must gain approval from the thesis
adviser, thesis committee, and graduate chair. Guidelines are available from the office of the graduate chair. Required for thesis plan. 3 credits. (F, S, SU)

SPMG-71000 Thesis II

Open only to qualified and preapproved students who are conducting an original research project. Conducted on a conference basis with the thesis adviser, the course culminates in a written thesis and oral thesis defense. In order to enroll in Thesis II, the student must have an approved thesis proposal. Guidelines are available from the office of the graduate chair. Required for thesis plan. Prerequisites: SPMG-70000 and approval of thesis adviser and graduate chair. Pass/fail only. 3 credits. (F, S, SU)