

SPORT ADMINISTRATION - M.A.

Ambassador Crawford College of Business and Entrepreneurship
Department of Sport, Hospitality and Event Management
www.kent.edu/business

About This Program

Transform your passion for sports into a rewarding career with our master's degree in sport administration. Gain the skills and knowledge needed to thrive in the dynamic sports industry through our innovative curriculum and hands-on experience. Whether your dream is to work for a professional sports team, manage a sports facility or lead a sports marketing campaign, our program will empower you to turn your passion into a successful and fulfilling career. Read more...

Contact Information

- Aaron Mulrooney | amulroon@kent.edu | 330-672-0204
- Connect with an Admissions Counselor

Program Delivery

- **Delivery:**
 - In person
- **Location:**
 - Kent Campus

Examples of Possible Careers and Salaries*

Coaches and scouts

- 11.8% much faster than the average
- 292,000 number of jobs
- \$36,330 potential earnings

Education administrators, all other

- 8.1% much faster than the average
- 52,100 number of jobs
- \$87,580 potential earnings

Fundraisers

- 14.3% much faster than the average
- 100,600 number of jobs
- \$59,610 potential earnings

Market research analysts and marketing specialists

- 17.7% much faster than the average
- 738,100 number of jobs
- \$65,810 potential earnings

Marketing managers

- 6.7% faster than the average
- 286,300 number of jobs
- \$142,170 potential earnings

Sales and related workers, all other

- 1.9% slower than the average
- 142,900 number of jobs
- \$30,550 potential earnings

Sales managers

- 3.5% about as fast as the average
- 433,800 number of jobs
- \$132,290 potential earnings

Miscellaneous entertainers and performers, sports and related workers

- 4.2% about as fast as the average
- 33,300 number of jobs
- \$N/A potential earnings

Personal service managers, all other; entertainment and recreation managers, except gambling; and managers, all other

- -1.8% decline
- 1,189,200 number of jobs
- \$116,350 potential earnings

* Source of occupation titles and labor data comes from the U.S. Bureau of Labor Statistics' Occupational Outlook Handbook. Data comprises projected percent change in employment over the next 10 years; nation-wide employment numbers; and the yearly median wage at which half of the workers in the occupation earned more than that amount and half earned less.

For more information about graduate admissions, visit the graduate admission website. For more information on international admissions, visit the international admission website.

Admission Requirements

- Bachelor's degree from an accredited college or university
- Minimum 2.750 undergraduate GPA on a 4.000-point scale
- Official transcript(s)
- Goal statement
- Two letters of recommendation
- English language proficiency - all international students must provide proof of English language proficiency (unless they meet specific exceptions to waive) by earning one of the following:¹
 - Minimum 79 TOEFL iBT score
 - Minimum 6.5 IELTS score
 - Minimum 58 PTE score
 - Minimum 110 DET score

¹ International applicants who do not meet the above test scores will not be considered for admission.

Application Deadlines

- **Fall Semester**
 - Rolling admissions
- **Spring Semester**
 - Rolling admissions
- **Summer Term**
 - Rolling admissions

Program Requirements

Major Requirements

Code	Title	Credit Hours
Major Requirements		
RMS 65510 or RMS 65511	STATISTICS I FOR EDUCATIONAL SERVICES RESEARCH IN EDUCATIONAL SERVICES	3
SPAD 53018	ETHICS IN SPORT	3
SPAD 65008	SOCIOLOGY OF SPORT AND PHYSICAL ACTIVITY	3
SPAD 63091	RESEARCH SEMINAR	1
SPAD 65033	SPORT LAW	3
SPAD 65039	FINANCIAL ASPECTS OF SPORT	3
SPAD 65042	LEADERSHIP OF SPORT	3
SPAD 65045	SPORT MARKETING	3
Sport Administration (SPAD) Graduate Electives (50000 level or higher) ¹		6-9
Culminating Requirement		
Choose from the following:		3-6
SPAD 63098	RESEARCH ²	
or SPAD 65092	INTERNSHIP IN SPORT ADMINISTRATION	
SPAD 63199	THESIS I	
Minimum Total Credit Hours:		34

¹ Students may take other graduate courses with advisor approval.

² Students who select research or internship for their culminating requirement must select 9 credit hours of major electives to meet the overall minimum credit hours for the degree. Students choosing SPAD 65092 may be required to complete state or Federal background checks for their practicum or internship experience.

Graduation Requirements

Minimum Major GPA	Minimum Overall GPA
-	3.000

- No more than one-half of a graduate student's coursework may be taken in 50000-level courses.
- Grades below C are not counted toward completion of requirements for the degree.

Program Learning Outcomes

Graduates of this program will be able to:

1. Demonstrate the knowledge and experience necessary to become successful as a professional in the sport industry.
2. Apply theoretical and practical knowledge of the industry in a professional career.

3. Engage and expand the number of international promotional, scholarly and educational research/presentation opportunities in the profession.

Dual Degree With Master of Business Administration

Students have the opportunity to complete a dual degree program with the M.A. degree in Sport Administration and the M.B.A. degree in Business Administration. A separate application must be submitted for each program. Students can view admission requirements for each program on their respective catalog page.

The dual M.B.A./M.A. in Sports Administration provides students with an integrated business and sports management education and prepares students for responsible leadership positions in sports settings. The program culminates with an internship, research project or thesis.

Dual Degree Requirements

Code	Title	Credit Hours
Major Requirements		
ACCT 63037	FINANCIAL ACCOUNTING FOR DECISION MAKING	2
ACCT 63038	MANAGERIAL ACCOUNTING FOR DECISION MAKING	2
BA 64005 or RMS 65510	ANALYTICS FOR DECISION MAKING STATISTICS I FOR EDUCATIONAL SERVICES	2-3
BA 64026	SUPPLY CHAIN MANAGEMENT	2
CIS 64042	GLOBALIZATION AND TECHNOLOGY STRATEGY	2
ECON 62021	MACROECONOMIC ENVIRONMENT OF BUSINESS	2
ECON 62022	MANAGERIAL ECONOMICS	2
FIN 66060	MANAGERIAL FINANCE	2
HRM 64271	HUMAN RESOURCE MANAGEMENT	2
MGMT 64158 or SPAD 65042	LEADERSHIP LEADERSHIP OF SPORT	2-3
MGMT 68051	BUSINESS PROFESSIONAL DEVELOPMENT I	1
MKTG 65051	MARKETING MANAGEMENT	2
SPAD 65008	SOCIOLOGY OF SPORT AND PHYSICAL ACTIVITY	3
SPAD 63091	RESEARCH SEMINAR	1
SPAD 65039	FINANCIAL ASPECTS OF SPORT	3
SPAD 65045	SPORT MARKETING	3
Law Elective, choose from the following:		2-6
FIN 66050	LAW AND ETHICS	
SPAD 53018 & SPAD 65033	ETHICS IN SPORT and SPORT LAW	
Ambassador Crawford College of Business and Entrepreneurship Electives, choose from the following:		6
Accounting (ACCT) Courses		
Business Administration (BAD) Courses		
Business Analytics (BA) Courses		
Computer Information Systems (CIS) Courses		
Economics (ECON) Courses		
Entrepreneurship (ENTR) Courses		
Finance (FIN) Courses		
Human Resource Management (HRM) Courses		
Management (MGMT) Courses		

Marketing (MKTG) Courses

Sport Administration Major Electives, choose from the following: ¹ 6-9

CI 55015	PSYCHOLOGY OF COACHING
HIED 66657	LEADERSHIP IN EDUCATION ORGANIZATIONS
HTM 56000	TOURISM DEVELOPMENT AND RECREATIONAL TRAVEL
RMS 68714	FACTOR ANALYSIS IN EDUCATIONAL RESEARCH
RMS 68713	MULTIVARIATE ANALYSIS IN EDUCATIONAL RESEARCH
RPTM 56060	ADMINISTRATION OF LEISURE SERVICES
RPTM 56070	PARK PLANNING
SPAD 55022	EVENT PLANNING AND PRODUCTION
SPAD 55029	HISTORY AND CURRENT ISSUES IN COLLEGIATE ATHLETICS
SPAD 55031	SPORT TOURISM
SPAD 55032	SALES MANAGEMENT IN SPORT AND ENTERTAINMENT
SPAD 55033	CHANGE YOUR MIND, GAME AND LIFE
SPAD 56028	SPORT IN FILM
SPAD 56030	
SPAD 63195	SPECIAL TOPICS IN SPORT ADMINISTRATION
SPAD 65006	CONTEMPORARY ISSUES IN SPORT MANAGEMENT
SPAD 65008	SOCIOLOGY OF SPORT AND PHYSICAL ACTIVITY
SPAD 65021	ORGANIZATION AND MANAGEMENT OF SPORTS PROGRAMS
SPAD 65034	CONTEMPORARY SPORT LAW
SPAD 65036	SPORT IN HIGHER EDUCATION
SPAD 65038	SPORT PROMOTION AND FUNDRAISING
SPAD 65046	FACILITY MANAGEMENT AND OPERATIONS
SPAD 65048	INTRAMURAL AND CLUB SPORT ADMINISTRATION

Culminating Requirement

MGMT 64399 BUSINESS STRATEGY 3

Choose from the following: ¹ 3-6

SPAD 63098	RESEARCH
SPAD 63199	THESIS I
SPAD 65092	INTERNSHIP IN SPORT ADMINISTRATION ²

Minimum Total Credit Hours: 56

¹ Students who select SPAD 63098 or SPAD 65092 as the culminating requirement must select 9 credit hours of Sport Administration electives.

² Students choosing SPAD 65092 may be required to complete state or Federal background checks for their practicum or internship experience.

Full Description

The Master of Arts degree in Sport Administration provides students a knowledge base in management theory and application in sport settings. The program culminates with an internship, research project or thesis.

Students have the opportunity to complete a dual degree program with the Master of Business Administration degree.