

# FRESH, CURRENT, DYNAMIC

## Sports business degrees ready graduates for industry's future

The rise of esports, the drive for analytics-based solutions and the growing globalization of sports are developments colleges and universities are incorporating into sports masters programs. Along with instilling core business and leadership skills, masters programs are preparing graduates to nimbly lead the sports industry's constant change.

Colleges and universities continue to design programs to best fit students through flexible programming and increasing online studies, as well as bringing a rich mix of expert faculty, strong internships and exposure to industry leaders and networks.

### COLUMBIA UNIVERSITY

NEW YORK, N.Y.

#### Columbia's market-driven approach leads to unmatched placement success

Columbia University's sports management program is ranked second globally and places about 90 percent of its master's degree students at sports industry jobs within three months of graduation. It has achieved this success with a market-driven approach — that is, engaging sports business executives in discussions about what is most important to them.

"We went out and talked to industry leaders about the qualities and attributes they were looking for when they bring new talent into their organization, and we heard three consistent themes which we then built a program around," said Vince Gennaro, director of Columbia's graduate program in sports management.

Those three pillars on which the program is based: globalization, digital and analytics.

**Globalization.** Offering four courses in global sports, the sports management program at Columbia is taught through an international lens. "The world is so connected, and it's hard to draw geographic boundaries," Gennaro said. "It's important that we blend what's going on in Europe, South America and Asia with what's going on here in North America."

**Digital.** As technology's influence on



As global citizens hailing from 23 different countries, students in the Columbia University Sports Management Program will gain the tools needed to become a leader for the data driven 21st century.

how sports brands build relationships and emotional connections with fans grows, Columbia sports management students study topics ranging from digital content creation and distribution, to social media, to fantasy and esports, to digital marketing. "There are so many connection points these days between the digital world and the sports world," Gennaro said.

**Analytics.** It is paramount, according to sports industry leaders Gennaro has spoken with, that students have critical thinking and problem-solving skills when they enter the work force. "It's critical in today's complicated and data-driven environment that students have the ability to process information," Gennaro added.

**The Science of Fandom.** In the spirit of staying market-driven, a new class, "The Science of Fandom," has been added to

the Columbia curriculum. The class tackles the questions of why we care so much about our sports teams, leagues and athletes, and what is the psychology, sociology and neuroscience behind our fandom. It is the study of consumer behavior in the sports market, an area not many programs explore in depth.

"When I was talking to people in the industry last year, I heard lots of questions and issues that they're facing in continuing to build their fan base, whether it's getting people in seats or whether it's building long-term relationships with the fan," said Gennaro.

Gennaro, who teaches the course, added, "We discuss what is it about human behavior that makes us want to be part of a group of fans who are all pulling for the same team, and how does that relate to the identity of the

community, and what are the group behaviors that typify a fan base."

The result, according to Gennaro, is students who are "uniquely equipped, not just to create the next promotion to get people in seats, but to understand what builds that enduring connection with fans."

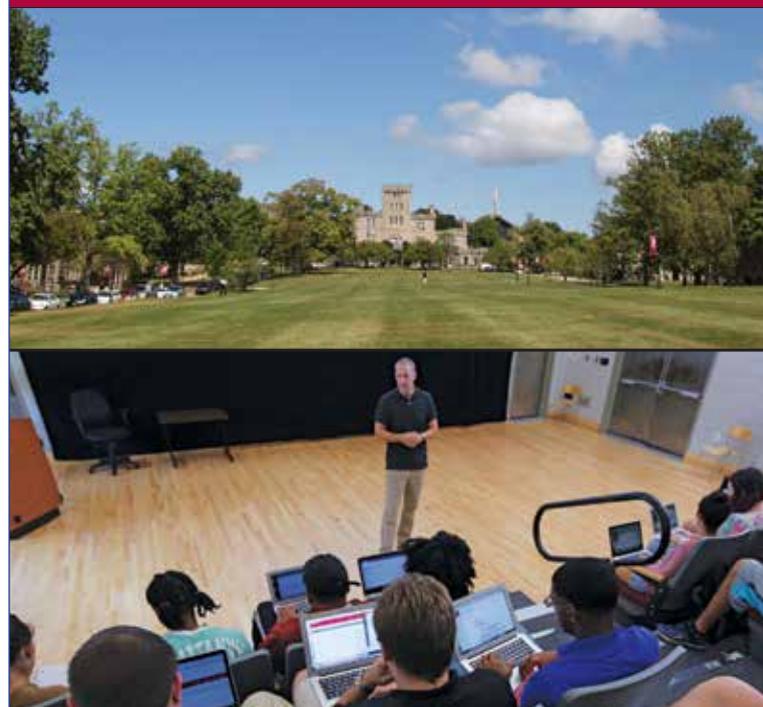
**Placement results.** Columbia's market-based approach has driven outstanding placement results for graduating students.

"We're very proud of our placement record," Gennaro said. "Over 90 percent of our graduates are placed within three months of graduation. And we've delivered nearly two internships per student for the most recent graduating class."

Many of those internships are based

SEE PROGRAMS, PAGE 19

### Manhattanville Sport Business Management Celebrates 10 Years



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#### Manhattanville College's Sport Business Management curriculum brings real-world experiences to its students.

Whether the professors are practicing lawyers, journalists, marketers or publicists, the value of the information they provide gives Manhattanville's students an essential and useful feel for the challenges ahead.

#### For more information:

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www.mville.edu/programs/ms-sport-business-management



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mville.edu

**PROGRAMS, FROM PAGE 18**

in New York — Columbia happens to be located in the center of the sports business universe — but they extend well beyond the Big Apple, to organizations like the USOC in Colorado Springs and UFC in Las Vegas.

Job placement and internships are of high priority at Columbia.

"This is not just about giving people knowledge and insight. It's about converting that into tangible job opportunities," Gennaro said. "Our program is not only academically sound, rigorous and distinctive, but also deeply connected with the sports industry to where we can help wire people into jobs, whether it's their first job in sports, they're advancing their career in the industry or they are career changers."

**DUQUESNE UNIVERSITY**

PITTSBURGH, PA.

**Duquesne Caters to Sports Professionals and Students**

Duquesne University's online Master of Science in Sports Business (MSSB) successfully fills a niche for busy sports professionals looking for a career boost. The Pittsburgh-based university housed the program within its Palumbo Donahue School of Business to ensure every graduate receives a deep understanding of core business principles while focusing on sports.

"Students see a benefit in specializing in sports business, rather than pursuing a general MBA," said Dean McFarlin, dean of the School of Business. "At its heart, our MSSB is a business degree — marketing, legal, management, strat-



Duquesne University's Palumbo Donahue School of Business has a long-standing reputation for producing ethical leaders, providing innovative curricula, attracting the highest caliber of students and retaining exceptional faculty with diverse industry experience.

egy, media — that's why we're one of the few to house our program within a business school. But all of it is taught from a sports perspective. Thirty credits and you're done."

In addition, Duquesne places a strong emphasis on ethics, McFarlin said, which are at the core of the Catholic university's mission.

Duquesne's sports master's program is fully online and designed for flexibility. Full-time students can complete the degree in 12 months; part-time students can finish in five semesters.

McFarlin said Duquesne has promoted the program to undergraduates, as well as working professionals.

"We tell freshmen, 'Four years plus one more and you'll have two degrees,'" McFarlin said. "Starting your career with a master's degree lands you further up the career ladder than people your age with a bachelor's, even though you may start your career a year later than they did."

The faculty and alumni link students to the sports industry and networking opportunities.

"Our students are tapping into a network of 20,000 alums," said McFarlin. "We have well-placed alums with the Pittsburgh Steelers, the NHL Penguins and the Cleveland Cavaliers, to name three examples. Our faculty members have deep roots in the sports industry and are renowned for its contributions to the field. Our industry executives bring decades of experience into the classroom. For example, one of our faculty, Steve Greenberg, is a former senior executive with the Pittsburgh Pirates."

As part of its longstanding reputation as a pioneer in sports business education, Duquesne continually tweaks its cutting-edge curriculum to meet the real-world needs of sports employers. At the moment, McFarlin said he believes a big growth market will be in the "lifestyle of sports," as well as manufacturing and retail growth.

**GRAND CANYON UNIVERSITY**

PHOENIX, ARIZ.

**Grand Canyon University Shapes Program around Experience and Values of Iconic Sports Business Leader**

Servant leadership, ethics and entrepreneurship are the foundational underpinnings of a thoroughly rigorous education in sports business at Grand Can-



Jerry Colangelo's vision of conscious capitalism comes to life at Grand Canyon University. Grand Canyon University's Colangelo College of Business.

The MBA with an emphasis on sports business came to life 1-1/2 years ago through the inspiration and direction of longtime sports icon Jerry Colangelo, the current managing director of USA Bas-

ketball and former owner of the Phoenix Suns and the Arizona Diamondbacks. Colangelo is widely recognized as one of the most influential and caring sports entrepreneurs in American history, whose career is marked by his faith and integrity.

"Jerry's vision of the program aligns with our mission — that you can be successful in the sports industry and use it as a vehicle to a higher purpose. It's 'conscious capitalism,'" said Dr. Brian Smith, assistant dean and director of the sports business program. "The idea of viewing business as a force for good, as a ministry, is woven throughout our curriculum."

The curriculum, created by on-trend industry professionals, builds core skills in every aspect of the industry — sales, marketing, finance, revenue generation,

**SEE PROGRAMS, PAGE 20**



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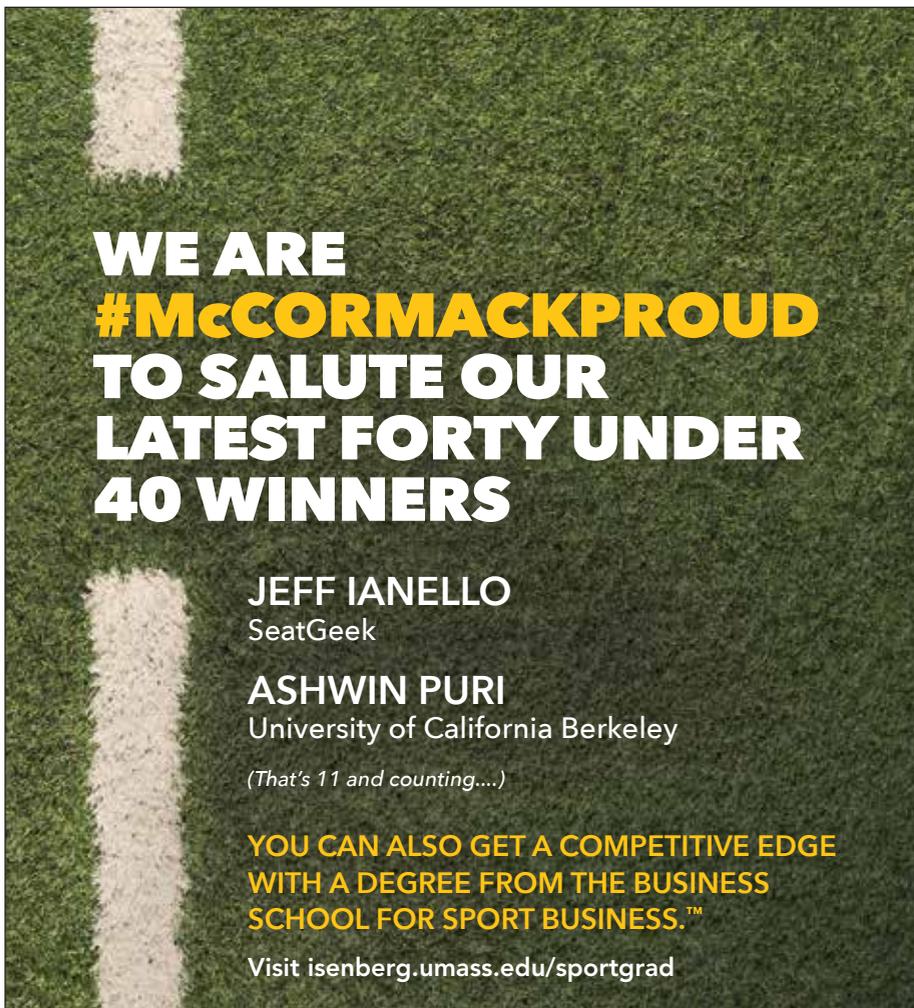
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Department of Sport Management

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### PROGRAMS, FROM PAGE 19

analytics, accounting and management — and gives students real-world tools to meet the next decade of market challenges.

"We emphasize servant leadership, innovation and revenue generation," said Smith. "We want our students to think for themselves and bring that value as they go forward in their careers."

Along with coursework, the Grand Canyon program strongly encourages students build relationships with peers and with real-world industry professionals. "Life is relational," as Colangelo often likes to share with students.

The program is offered as a flexible mix of online and on-campus courses, to bring ease of access for every student.

The first cohort of students is reaching graduation and is poised to take on successful leadership positions and internships. The diverse group ranges in race, ethnicity and age, from the recent undergraduate to the mid-career professional.

"Opportunity surrounds us," said Smith. "Part of our purpose at GCU is to not only provide a quality education but to also inspire students with a faith-filled confidence to take action whenever opportunity presents itself."

### MANHATTANVILLE COLLEGE

PURCHASE, N.Y.

#### Manhattanville Stresses Location, Professional Access and Variety of Opportunities

Sports business executives serving as adjunct professors and a strong alumni core working throughout the industry build the sound underpinnings of the Manhattanville College's decade-old Master of Science in Sport Business Management.

Combined with small classes, numerous internship options, hands-on learning and a thorough academic grounding, Manhattanville College's access to a who's who of the sports industry ensures students a strong foundation in the business while allowing flexibility for students to explore a broad variety of opportunities within the field.

"We've built our program around a core of adjunct faculty with strong positions in the industry," said Dave Torromeo, the executive director of the Sport Business Management Program. "We bring in top executives as guest speakers and to meet with our students. And our alumni base, which is spread throughout the industry, provide even more networking opportunities for students. We've also built relationships with sports companies, such as Major League Baseball and ESPN, which work with our program and students to perform valuable research, giving our students both networking opportunities and industry insight into real case studies."

Faculty for the program, based at its campus in Purchase, N.Y., include Art Berke, with more than 20 years of experience at Sports Illustrated; Gene Doris, the director of athletics at Fairfield University; and Carrie Osgood, owner and principal of CLO Communications. Torromeo has more than 30 years' experience in the industry, including serving as vice president of the National Football Foundation and College Hall of Fame.



MANHATTANVILLE COLLEGE



MANHATTANVILLE COLLEGE

Manhattanville College leverages its location to give students access to who's who in the sports industry.

"The Manhattanville program was beneficial to me as it provided me with an insight into the business of sports that is now instrumental in my career," said graduate Janine Gallotti, now senior manager, partnership marketing, for the USA.

Alumni are found working industry-wide in organizations such as the New York Mets, ESPN, San Diego Padres, Madison Square Garden, Octagon and Wilson Sporting Goods.

"Our students are diverse, from recent undergraduates to industry professionals seeking to improve their management and leadership skills," Torromeo said. "Our mission is to promote and develop the necessary knowledge for them to assume a leadership role in sport management. We at Manhattanville College know that through the curriculum, our professors and our wide exposure to the industry, we bring our graduates to the next level in the sports business world."

### UNIVERSITY OF MASSACHUSETTS

AMHERST, MASS.

#### UMASS: History of Success, International Opportunities and Deep Industry Connections

One of the oldest and most prestigious programs in the U.S., the Mark H. McCormack Department of Sport Management, housed in the Isenberg School of Management at the University of



UNIVERSITY OF MASSACHUSETTS

Grad students during a visit to Reebok headquarters in Canton, Mass.

SEE PROGRAMS, PAGE 21

PROGRAMS, FROM PAGE 20

Massachusetts Amherst, offers graduate sport management degrees with a proven track record of delivering long-term career success.

"One of our most recent points of pride is having our first alum become a commissioner of a major professional sport property," said Steve McKelvey, associate department chair for external relations and associate professor of sport management. "Additionally, in April, we had our 11th graduate named to Sports-Business Journal's Forty under 40."

Jay Monahan was named PGA Tour commissioner in January.

The McCormack Department of Sport Management offers both a two-year, dual MBA/MS degree and a one-year MS in Sport Management. UMass also offers an undergraduate and doctoral degree in sport business.

Every student in the graduate program is paired with an alum who takes an active mentoring role, offering career advice, job shadowing and networking opportunities.

The university has deliberately not launched an online version of its two master's degree offerings, McKelvey said. "We want our program to be completely hands-on, experiential learning. We want our students to have a fully immersive experience, and also make sure that we maximize our ability to not only mentor students through personal relationships, but also place our students in sport industry jobs."

The program has an intentional international flavor, with about 30 percent of recent students hailing from countries including Switzerland, Germany, China, Taiwan and Brazil, ensuring students are exposed to as many sports systems as possible.

Students in the dual degree program spend their final semester in a strategic consulting role within the sport industry, working with companies such as Bank of America, Visa, Under Armor, '47 Brand, UMass Athletics and the Boston Cannons.

"Our classroom education and commitment to experiential learning is, we believe, among best in class, but what further distinguishes our program is our alumni network and faculty Rolodexes that are used to secure high-quality internships and jobs in the industry," said McKelvey. "We're very conscious of the quality of graduate student we're sending into the marketplace. That's why we're very selective and our cohorts very small. The industry trusts us to deliver the best qualified graduates."



Students in University of Miami's online masters learn from faculty members, such as Windy Dees, right, who are united by a deep sense of responsibility for giving students the tools for success.



UNIVERSITY OF MIAMI

CORAL GABLES, FLA.

The Miami University Online Program Offers Worldwide Reach and Personal Attention

The University of Miami augments its online Master of Education, Sport Administration, with a well-connected faculty that is devoted to engaging its far-flung students as deeply as a traditional on-campus program.

The faculty who teach the University of Miami's online course come from different backgrounds and are experts in vastly different fields, but they all have one key character trait in common: They share a deep sense of responsibility for equipping students with the tools needed to be successful.

Windy Dees, associate professor in the Kinesiology Department and inaugural faculty member of the online degree, ranks as a favorite among the program's students.

"Professor Dees is very upbeat and professional. She set me on the right path and tailored her class for my goals," said recent graduate Ganesha Johnson. "I believe I am more involved and have more school spirit than I did when I was in my undergraduate program. The professors are transparent

and involved. The faculty is helpful and encouraging for the things I am trying to accomplish even though I wasn't physically on campus."

"Our faculty is far and away our greatest strength," said Dees, a former tennis player for Rollins College in Winter Park, Fla. "Everyone has worked in the industry and many of us were athletes ourselves. Although our students are spread across the world, every student gains access to a wide network of sports industry experts."

Dees ensures her online students receive the same quality of education that can be found on-campus. She frequently engages with students via the online learning portal and hosts online office hours. She also encourages students to visit the campus in-person for events such as the well-regarded Miami Sport Industry conference.

As a member of the University of Miami staff, Dees helped write the book on sports business — literally — contributing chapters to Law for Recreation and Sport Managers. She has also published peer-reviewed articles in academic journals and served on editorial review boards for publications including Sport Marketing Quarterly and the International Journal of Sport Management and Marketing. She is frequently asked to provide her expert opinion to media outlets such as Forbes.com and

Runnersworld.com.

"I think her willingness to listen and advise, as well as her invaluable insight into the fields that she teaches make her an outstanding professor," said Leslie Fitzpatrick, a graduate of the online Master's in Sport Administration and a former World Cup soccer player from Trinidad.

As a professor, Dees is dedicated to helping her students succeed in the sports industry. She frequently introduces them to her own network of industry insiders and experts and creates a classroom environment where students are encouraged to build a network among their peers.

"If you come into the program without sports industry experience you will create a network right away with peers who do work in the industry," said Dees.

Recent graduate Johnson managed the University of Miami course load while juggling an internship with the Cincinnati Reds and parenting foster children. Flexibility was key to her success; University of Miami delivered.

"Professors who never met you in person are determined for you to succeed," said Johnson, who ultimately wants a career in high school athletics. "There is a great support system with the staff and a sense of community you become a real part of. The Miami program has created tremendous opportunities for me. Anyone who goes into the program with a positive mindset and goals will receive the tools and skill set necessary for a strong career in the sports industry."

NEW YORK UNIVERSITY

NEW YORK, N.Y.

At the Intersection of Media, Marketing and Sports, NYU Offers a Rich Mix of Academics and Experience

At the NYU School of Professional Studies (NYUSPS) Tisch Institute for Sports Management, Media, and Business, hands-on learning, access to the who's who of the sports industry, a packed agenda of top-level events and a roster of seasoned educators combine to create a premium experience for students in its Master of Science in Sports Business program.

The NYUSPS Tisch Institute's sports

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PROGRAMS, FROM PAGE 21

business master's degree attracts a diverse student body, from lawyers and career changers to sports industry professionals planning to move their careers to the next level.

The past school year alone has been a showcase that brought real-world career experiences and networking opportunities to students, said Wayne McDonnell, academic chair and professor of sports management at the Tisch Institute.

The program's capstone courses bring real-world issues to students, who work with segments of the sports industry to create real-world solutions. This year's crop of graduates presented research to powerhouse companies such as IMG and Major League Soccer. Students tapped into the growing relationship between sports and technology by working on a sports initiative with Facebook.

"A major component of our program is the simple fact that we are located in New York. We take full advantage of the fact that we are at the epicenter of the sports world," said McDonnell. "Because New York is home to all of the major leagues, prominent sports television networks and 12 professional sports franchises, our students have access to all the leading members of the sports industry. Top-level executives speak to our students throughout the year, and students visit some of the best operations in the industry."

In October, the Tisch Institute will play host to "The Business of Global Sports: The Truth about Consumers." The conference will explore the ways in which consumer behavior and technology will continue to change how we consume and deliver sports. What is the future of live sports — in-arena and broadcast — and how will tech innovations play out in that future? How will big media accurately measure consumption in the new world of distribution and viewing?

The Tisch Institute's Cal Ramsey Distinguished Lecturer Series, always a highlight of the program, brought together key decision-makers and industry professionals, including Bank of America sports



Students from the NYUSPS Tisch Institute for Sports Management, Media, and Business interviewed onsite for a variety of internships and job opportunities at the Professional Baseball Employment Opportunities Job Fair, which took place at the 2016 Baseball Winter Meetings in Maryland.

executive Jim Nash; Charles Baker co-chair of O'Melveny's Sports Industry Group; and Jonathan Mariner, former chief financial officer for Major League Baseball, for an in-depth discussion of "Inside the Deal: Trends in Financing Sports Properties."

During the past academic year, the Tisch Institute also incorporated experts from Roc Nation Sports, espnW, Fox Sports and the New York Mets, among others, into the curriculum through experiential learning projects.

As part of the institute's longstanding relationship with the U.S. Conference of Mayors, city leaders nationwide asked students in the program to create real-world hometown solutions and, in many cases, used those solutions to foster better local sports environments.

The institute enhances its coursework for students by creating specialized "roundtables" dedicated to individual interests, such as a recent initiative for students looking for careers in sports finance. Last year, Tisch launched a Women in Sports initiative to bring together distinguished women executives in the sports industry with their stu-

dent counterparts.

The graduate program curriculum is continually evolving at the Tisch Institute to bring the most current thinking to students. A planned revamp is currently

underway and will include increased attention to the latest trends in the industry.

The adjunct and full-time faculty of seasoned educators draws on its combined wealth of knowledge as industry practitioners, active in the professional community, to develop a curriculum platform that is challenging, innovative and applicable to the fundamental and ever-changing complexities of the sports industry.

"We're dedicated to keeping our content fresh," said McDonnell. "Our goal is to not only keep up with trends in the industry but to stay ahead of them. This is vital in a constantly changing industry. Our faculty members are deeply engaged in sports business and are always involved in applied research across the industry. They have an unparalleled depth and breadth of knowledge."

Though New York is the epicenter of the sports business industry, students also build their global awareness by exploring farther afield. Through short, industry study-away tours, the most recent graduates have gained international exposure in London and Madrid.

"It's vital that we give our students constant exposure to both a national and international perspective," McDonnell said.

The NYUSPS program also provides students with access to a committed alumni network, many of whom teach as adjunct professors. Tisch Institute alumni in key industry positions host panel discussions that not only focus on their current work but that offer specific advice for students on reaching their career goals. The School fosters mentoring relationships between students and alumni to further career development.

The NYU Wasserman Center for Career Development at the NYUSPS provides students additional access to a diverse and comprehensive range of career services, including one-on-one career counseling, assistance in search-

ing for internships and jobs, and hosting career fairs.

Students have the option to pursue the degree either full-time or part-time. With most of the classes scheduled at night, the degree is a manageable commitment for full-time professionals or for students working in full-time internships.

In addition to its core classes, the M.S. in Sports Business offers four different concentration options: professional and collegiate sports operations; sports marketing and sales; global sports media; and sports law.

"We launched our bachelor's degree in 1999 and our master's in 2003," McDonnell said. "We're viewed throughout the industry as a mature and flourishing program with well-established, well-respected degrees. Our graduates now working in the industry reflect that."

UNIVERSITY OF NORTHERN COLORADO

GREELEY, COLO.

Northern Colorado's sports administration program goes online

No matter where you live, if you are working in the sport industry and want to pursue an advanced degree in sport administration, consider applying to the University of Northern Colorado's Sport Administration program.

In Fall 2017, Northern Colorado will launch an online version of its acclaimed program, broadening its reach beyond the university's Greeley



Northern Colorado's students participated in bringing the 2016 homecoming game against Sacramento State to life.

SEE PROGRAMS, PAGE 23

# SAN DIEGO STATE SPORTS MBA PROGRAM

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PROGRAMS, FROM PAGE 22

campus. "It's a new online program — it's not a new program," said Alan Morse, associate professor, program coordinator for sport administration and director of the Sport Marketing Research Institute.

The upshot is that students can immerse themselves in Northern Colorado's sports administration curriculum whether they live in Colorado or elsewhere.

"It offers convenience to our students," Morse said. "They don't have to be on campus. If they're working in Florida, they don't have to pack up and move to Colorado."

Typically, online programs attract students from within a 50-mile radius, but people from all over the country are applying to be part of the online program's first cohort.

"We've had people who have applied who live a block off campus to people from Florida and several other distant states," Morse added.

A 30-credit hour master's degree in sport administration can be completed in one calendar year through Northern Colorado's program — it takes a year-and-a-half to two years for many on-campus programs.

While the online program features the same curriculum and professors as on campus, students can expect the intensity to be dialed up, as the digital initiative met the standards set by the Quality Matters process at the university.

"That adds a lot of rigor to it," Morse said. "In fact, it's probably increased the rigor of these online classes (compared to) when we teach in the classroom."

Whether online or on campus, Northern Colorado offers an applied sport administration curriculum, with classes in management, marketing, finance and fundraising, that even includes the internship experience.

"Compared to other programs, theory is not our only focus, as we understand the importance of application," Morse said. "We want students to get hands-on experience, and we encourage that. Even from an online setting, we want our students to be able to build their resume."

**NORTHWESTERN UNIVERSITY**

EVANSTON, ILL.

**Northwestern University Offers Flexibility, Industry Exposure and Cutting-Edge Curriculum**

Northwestern University's Master of Arts in Sports Administration marries the best aspects of online technology with the interactivity of the on-campus classroom.

Launching with fully online accessibility for Fall 2017, it's one of a few sports master's programs that allows students to take any combination of online and on-campus classes, including all online or all on-campus.

"We want to make our program as flexible as possible for our students, as well as give students outside the Midwest the opportunity to earn our degree online," said Doug Bakker, the MSA's faculty director. "At the moment, the bulk of our students are on-campus. We expect that soon many of our students



NORTHWESTERN UNIVERSITY

Northwestern's MSA has an active student board that put together its first symposium with industry insiders.

will choose a hybrid of online and on-campus classes because of the convenience."

Bakker said the program is structured to maximize peer-to-peer interaction and outside networking, even for fully online students, through group projects and event connections.

The MSA has an active student board that works hard to establish connections throughout organizations such as the Big Ten conference, the Chicago Cubs and White Sox. The board last year put together a near-monthly event to ensure students additional networking with professionals in ticketing, marketing and analytics, among others.

The board also put together its first-ever symposium, featuring a sports analytics professional from the Dallas Cowboys and a business analytics executive from Chicago Bulls as well as executives in player performance for discussions about the newest entry into the sports market — esports. Plans are already in the works to make future symposiums fully interactive for online students.

Northwestern's MSA faculty strives to keep the program curriculum ahead of

industry trends, while providing solid core business knowledge.

"We're making sure we're on the breaking edge of sports," said Bakker. "We've added a digital media elective, for example, and are looking at integrating case studies involving esports into some of our classes, which is a growing force in the industry."

**OHIO UNIVERSITY**

ATHENS, OHIO

**Ohio University, The Nation's First Sports Business Academic Program, Continues to Build on Its Strengths**

The oldest sports master's program only grows stronger as Ohio University celebrates a half century in the sports industry.

"Given our 50-year history, it's hard to imagine a sporting event anywhere that doesn't involve an Ohio University alum," said Robert Boland, executive in residence and director of the sports master's programs.

Ohio University offers students an on-campus dual MBA and Master of Sports Administration degree and an online Professional Master of Sports Administration program. Both programs are consistently ranked at the top in the world. In 2016, both programs were ranked No. 1 by SportBusiness International.

The school attributes its prestigious reputation to key factors — its strong recruitment of top-quality candidates and ever-evolving curriculum just to name a two.

SEE PROGRAMS, PAGE 25

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PROGRAMS, FROM PAGE 23

The AECOM Center for Sports Administration also plays a pivotal role in the program's success, linking students and alumni to the sports industry and harnessing knowledge to benefit the industry.

One of Ohio's new courses takes an even deeper dive into the college sports



MSA students on the field at MetLife Stadium after presenting to the New York Football Giants on our NYC Capstone trip led by Dr. O'Reilly.

market. Other new courses explore sports' role in philanthropy and sports and media.

Led by department chairman Norm O'Reilly, Ohio's students completed 26 capstone projects in the New York area, presenting research for the NFL, the NBA, the NHL and the MLS, as well as West Point, Rutgers University, the NYC Mayor's Cup, Genesco, the New York Mets and the NFL Giants and Jets.

"We had dream-level students this past year," said Boland. "That top-quality group of candidates is set against a background that showcases our newly expanded faculty and our new curriculum. The competition is strong for our program. We're getting 600 average GMAT scores and our class this year had an average 3.75 GPA. Quality candidates are finding us here in Athens. In a year when graduate applications were down at colleges overall, that simply wasn't true for us."

UNIVERSITY OF OREGON

EUGENE, ORE.

The University of Oregon: A pioneering program offering unique programs and access to overseas markets

The University of Oregon has expanded the definition of "sports business education" in March when it graduated its first class with a Master of Science in Sports Product Management.

"Our program is the only one of its kind, focusing on the business of sports product creation," said Ellen Schmidt-Devlin, director of the program. "It's a natural fit for us, being in Portland, Ore., the global hub for sports products. The program also has strong international ties, including internship positions in Asia and trade show attendance in Europe by students."

Portland is home to more than 800 companies involved in sports and outdoor products.

Graduates from the 18-month-long program have accepted jobs with, among others, adidas, Nike and Columbia Sportswear. Students have also received offers from shoe manufacturer Ching Luh, which employs more than 75,000 worldwide. Nearly a third of the 37 students interned in Asia, working in Vietnam, Indonesia and Thailand.

This master's program prepares graduates to take on positions in product line management, development, merchandising, innovation and engineering. Graduates are also valued for their skills in planning, sourcing, materials and factory management.

Students learn the product industry from the ground up. The White Stag Innovation Lab, with its sewing machines, footwear press and 3D printers, provides students with hands-on experiences designing, manufacturing and testing prototype sports apparel, footwear and equipment. The Go-to-Market Education Plan gives students experience in-store design and layout, merchandising, profitability and marketing.

Oregon's Lundquist College of Busi-



Oregon's new masters in sports product management features the state-of-the-art White Stag Innovation Lab, where students gain hands-on knowledge in designing and manufacturing products.

ness also offers an MBA with a sports marketing focus through its Warsaw Sports Marketing Center.

Since 2008, the University of Oregon has also offered a master's degree in sports product design through its School of Architecture and Allied Arts.

"We're pioneers," said Schmidt-Devlin. "That's at the heart of the University of Oregon and the Lundquist College of Business."

SAN DIEGO STATE UNIVERSITY

SAN DIEGO, CALIF.

San Diego State University Program Focuses on Analytics, Diversity and the California Sports Environment

San Diego State University's Sports MBA gives its graduates a deep grounding in the skills crucial for professionals to succeed, while building a broad network of relationships in the sports-rich landscape of Southern California.

"We are really ramping up our offerings in technology and in analytics," said Scott Minto, director of the Sports MBA program. "These skills are in higher

demand than ever before. Analytics and technology ARE sales and marketing now, not an add-on. All major decisions are made now based on hard data."

To that end, San Diego State graduates are well-versed in software programs, such as R, used widely in the industry for statistical computing; KORE and SQL, both used for data management; KNIME, a data-mining platform; and Tableau, software used to visualize and analyze data.

"Sure, learning to crunch numbers in massive data sets is tough work," said Minto. "But our graduates will make high-level executive decisions where it is essential that they understand the data, whether that's data that determines ticket prices or data that manages a venue. We're training our students so that they will have a useful degree a decade from now. If we're not staying abreast of those trends, we're doing our students a disservice."

At more than a decade old, the SDSU Sports MBA has built a solid reputation in the industry for its hardworking, knowledgeable graduates and has

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**UNC**

Extended Campus



Located in the sports-rich landscape of Southern California, San Diego State University offers its students hands-on opportunities to participate in the sports industry.

created a far-reaching system of dedicated alumni serving in top positions throughout the industry.

In April, SDSU students were heavily involved in bringing about the Self Shape Surf Festival, a unique surf contest that requires surfers to hand-shape their own surfboards.

"Our students took over promotions, the outreach, logistics, event operation, hospitality, branding, even the Instagram feed," said Minto.

Minto said the San Diego State program has strongly fostered the inclusion of women, reaching a 50/50 gender balance women in this year's class.

This year's Sports MBA alumna of the year, Kate Bartkiewicz (SMBA '12), has helped to achieve these numbers through assisting with recruiting talented women to SDSU. A co-founder of an analytics startup, Clickvoyant, Bart-

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PROGRAMS, FROM PAGE 26

kiewicz has been committed to sharing her software and analytics knowledge with the group, and mentoring women from the program who wish to work in the sports technology sector.

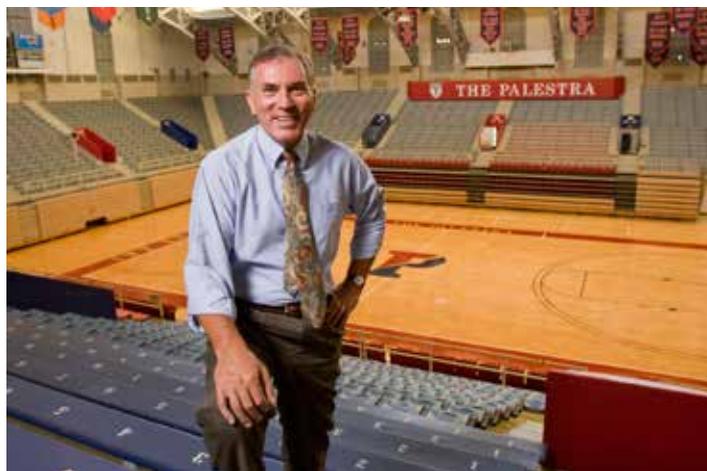
"We have outstanding alumni who've done well in the industry and have been involved in our recruiting," said Minto. "They are shaping a new generation of women leaders in sports business."

**TEMPLE UNIVERSITY**  
PHILADELPHIA, PA.

Temple University's School of Sport, Tourism and Hospitality Management (STHM), one of the largest providers of sport and recreation management education, will break new ground in fall 2017 when it ventures into the online space for the first time.

STHM's latest offering to be added to its wide mix of sport education is the Executive Master of Science in Sports Business, a fully online, 30-credit program that combines four foundational courses from the renowned online MBA program at Temple's Fox School of Business with six sport-focused modules, such as data analytics, financial and economic systems, and sport media and communications. U.S. News and World Report in 2017 ranked the Fox Online MBA as No. 1 in the U.S. for the third year running.

"This is the first of its kind, seamlessly blending the MBA foundations with sport-specific modules," said Aubrey Kent,



Temple alum John Suchenski, left, is the senior manager of programming and acquisitions at ESPN. Mike Diorka, who earned his PhD at Temple, recently retired from his long-time post as associate director of athletics for facility management at University of Pennsylvania.

senior associate dean of both Fox and STHM. "The program is strictly for the working professional who has been in the field anywhere from five to 25 years. These students will not need intro-level business courses or internships. Instead, they require cutting-edge, high-level courses to augment what they learned years ago in business school. And they need flexibility so that graduate school will meld seamlessly with their busy careers."

An 18-month research period helped STHM faculty at Temple create front-line curriculum to fill this underserved niche, Kent said.

STHM is already halfway toward building a full cohort for fall. The Executive MS in Sport Business targets those with a wealth of experience in the field, to ensure the best charter class possible and to establish the program's reputation, Kent said. In the process, the school

identified a list of potential candidates and has carefully hand-chosen leading prospects from top sport leagues, apparel companies, and beyond.

"This is a great fit for an executive moving up in the industry," Kent added. "It's flexible, less expensive, and takes less time to complete. At the same time, it mines the best of an online MBA from the core of sport to the tangential."

For full-time students, Kent said the program will take 14 to 18 months to complete. Busy professionals who need flexibility can also complete their master's degree as part-time students, taking up to five years to complete.

The Executive MS in Sport Business is the latest in a line of award-winning and highly ranked sport offerings from Temple's STHM. The school continues to offer its longstanding on-campus Master of Science in Sport Business, which is engi-

neered for students who are looking to enter the workplace and are in need of immersive internships and experiential learning opportunities. The two graduate programs are differentiated and branded separately, Kent said, and "offer two very different educational experiences for two very different student populations."

Temple is looking to enroll an average of 20 to 25 students each fall into the new online executive program, keeping classes small and focusing on admission of high-quality candidates.

"Is it hectic? Is it ambitious?" Kent asked rhetorically. "Yes, it's both of those things. But honestly there's no better time than now to be doing it. The industry is growing. The industry is demanding a different type of executive, and we're here to meet that need. I'm excited about it."




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