

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

- 6.4% faster than the average
- 306,500 number of jobs
- \$45,920 potential earnings

Education administrators, all other

- 2.5% slower than the average
- 60,200 number of jobs
- \$89,040 potential earnings

Fundraisers

- 4.3% about as fast as the average
- 134,400 number of jobs
- \$66,490 potential earnings

Market research analysts and marketing specialists

- 6.7% faster than the average
- 941,700 number of jobs
- \$76,950 potential earnings

Marketing managers

- 6.6% faster than the average
- 407,000 number of jobs
- \$161,030 potential earnings

Sales and related workers, all other

- 3.7% about as fast as the average
- 122,600 number of jobs
- \$46,370 potential earnings

Sales managers

- 4.7% about as fast as the average
- 619,500 number of jobs
- \$138,060 potential earnings

Entertainers and performers, sports and related workers, all other

- 6.0% faster than the average
- 35,800 number of jobs
- \$N/A potential earnings

Personal service managers, all other

- 6.5% faster than the average
- 25,100 number of jobs
- \$61,340 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

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 64027	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	
Sport Administration (SPAD) Graduate Electives (50000 level or higher) ¹		6-9
Ambassador Crawford College of Business and Entrepreneurship Graduate Electives (50000 level or higher), choose from the following:		6
Accounting (ACCT) Course		
Business (BUS) Course		
Computer Information Systems (CIS) Course		
Economics (ECON) Course		
Entrepreneurship (ENTR) Course		
Finance (FIN) Course		
Human Resource Management (HRM) Course		
Management (MGMT) Course		
Marketing (MKTG) Course		
Culminating Requirement		

MGMT 64399	BUSINESS STRATEGY	3
Sport Administration Culminating Requirement, choose from the following:		3-6
SPAD 63098	RESEARCH ¹	
SPAD 63199	THESIS I	
SPAD 65092	INTERNSHIP IN SPORT ADMINISTRATION ¹	
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. Students may apply a non-SPAD course toward electives with advisor approval. 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.