SPORT ADMINISTRATION - M.A.

College of Education Health and Human Services
School of Foundations, Leadership and Administration
www.kent.edu/ehhs/fla

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: U.S. Student | International Student

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
• 100,600 number of jobs
• $59,610 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

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.

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.

Dual Degree Requirements

Graduation Requirements

Program Learning Outcomes

Dual Degree Requirements

Graduation Requirements

Program Learning Outcomes
### Marketing (MKTG) Courses

**Sport Administration Major Electives, choose from the following:**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
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<tbody>
<tr>
<td>CI 55015</td>
<td>PSYCHOLOGY OF COACHING</td>
</tr>
<tr>
<td>HIED 66657</td>
<td>LEADERSHIP IN EDUCATION ORGANIZATIONS</td>
</tr>
<tr>
<td>HTM 56000</td>
<td>TOURISM DEVELOPMENT AND RECREATIONAL TRAVEL</td>
</tr>
<tr>
<td>RMS 68714</td>
<td>FACTOR ANALYSIS IN EDUCATIONAL RESEARCH</td>
</tr>
<tr>
<td>RMS 68713</td>
<td>MULTIVARIATE ANALYSIS IN EDUCATIONAL RESEARCH</td>
</tr>
<tr>
<td>RPTM 56060</td>
<td>ADMINISTRATION OF LEISURE SERVICES</td>
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<tr>
<td>RPTM 56070</td>
<td>PARK PLANNING</td>
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<tr>
<td>SPAD 55022</td>
<td>EVENT PLANNING AND PRODUCTION</td>
</tr>
<tr>
<td>SPAD 55029</td>
<td>HISTORY AND CURRENT ISSUES IN COLLEGIATE ATHLETICS</td>
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<tr>
<td>SPAD 55031</td>
<td>SPORT TOURISM</td>
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<tr>
<td>SPAD 55032</td>
<td>SALES MANAGEMENT IN SPORT AND ENTERTAINMENT</td>
</tr>
<tr>
<td>SPAD 55033</td>
<td>CHANGE YOUR MIND, GAME AND LIFE</td>
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<tr>
<td>SPAD 56028</td>
<td>SPORT IN FILM</td>
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<tr>
<td>SPAD 56030</td>
<td>DYNAMICS OF LEISURE BEHAVIOR</td>
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<tr>
<td>SPAD 63195</td>
<td>SPECIAL TOPICS IN SPORT ADMINISTRATION</td>
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<tr>
<td>SPAD 65006</td>
<td>CONTEMPORARY ISSUES IN SPORT MANAGEMENT</td>
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<tr>
<td>SPAD 65008</td>
<td>SOCIOLOGY OF SPORT AND PHYSICAL ACTIVITY</td>
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<tr>
<td>SPAD 65021</td>
<td>ORGANIZATION AND MANAGEMENT OF SPORTS PROGRAMS</td>
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<tr>
<td>SPAD 65034</td>
<td>CONTEMPORARY SPORT LAW</td>
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<tr>
<td>SPAD 65036</td>
<td>SPORT IN HIGHER EDUCATION</td>
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<tr>
<td>SPAD 65038</td>
<td>SPORT PROMOTION AND FUNDRAISING</td>
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<tr>
<td>SPAD 65046</td>
<td>FACILITY MANAGEMENT AND OPERATIONS</td>
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<tr>
<td>SPAD 65048</td>
<td>INTRAMURAL AND CLUB SPORT ADMINISTRATION</td>
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<tr>
<td>SPAD 65092</td>
<td>INTERNSHIP IN SPORT ADMINISTRATION</td>
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**Culminating Requirement**

<table>
<thead>
<tr>
<th>Course Code</th>
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<tbody>
<tr>
<td>MGMT 64399</td>
<td>BUSINESS STRATEGY</td>
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Choose from the following:

<table>
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<tbody>
<tr>
<td>SPAD 63098</td>
<td>RESEARCH</td>
</tr>
<tr>
<td>SPAD 63199</td>
<td>THESIS I</td>
</tr>
<tr>
<td>SPAD 65092</td>
<td>INTERNSHIP IN SPORT ADMINISTRATION</td>
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**Minimum Total Credit Hours:** 56

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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.