ONLINE MASTER’S PROGRAM
SPORT MANAGEMENT

ABOUT THE PROGRAM
Students will learn management skills necessary to manage organizations, people, facilities, marketing strategies, and events related to sports. This program allows students to accelerate their career path, making them qualified candidates for executive positions in the sport and recreation industry. The program focuses on several aspects of sport management, including business and marketing, resource management, law, ethics, and leadership.

Courses are completed in 6-week sessions. Two 6-week sessions will be offered in each long semester (fall and spring) and one 6-week session will be offered over the summer. Students are offered the flexibility to complete one or two courses per session depending on their professional requirements. A total of ten 3-credit courses are required to earn a degree.

REQUIRED COURSES
The degree plan and a list of required courses is provided below. All courses, with the exception of Leadership in Sport Organizations, are currently included in the University’s Course Inventory.

<table>
<thead>
<tr>
<th>COURSE NAME</th>
<th>COURSE NUMBER</th>
<th>CREDIT HOURS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Organizational Behavior in Sport</td>
<td>KIN 395</td>
<td>3</td>
</tr>
<tr>
<td>Sport Marketing</td>
<td>KIN 395</td>
<td>3</td>
</tr>
<tr>
<td>Human Resource Management in Sport Organizations</td>
<td>KIN 395</td>
<td>3</td>
</tr>
<tr>
<td>Legal Issues in Sport</td>
<td>KIN 395</td>
<td>3</td>
</tr>
<tr>
<td>Facility and Event Management</td>
<td>KIN 395</td>
<td>3</td>
</tr>
<tr>
<td>Ethics in Sport</td>
<td>KIN 395</td>
<td>3</td>
</tr>
<tr>
<td>Sport Finance</td>
<td>KIN 395</td>
<td>3</td>
</tr>
<tr>
<td>Strategic Management in Sport Organizations</td>
<td>KIN 395</td>
<td>3</td>
</tr>
<tr>
<td>Leadership in Sport Organizations</td>
<td>KIN 395</td>
<td>3</td>
</tr>
<tr>
<td>Theories and Issues in Sport Management</td>
<td>KIN 395</td>
<td>3</td>
</tr>
</tbody>
</table>

AT A GLANCE
✓ Completely online course schedule allows for flexibility to be completed from anywhere.
✓ Can be completed in 2 years.
✓ No thesis required.
✓ Students can continue their professional career while completing the course schedule.
✓ Classes are limited to 25 students to ensure a high level of engagement with professors.
✓ Students of all academic backgrounds are welcome; no previous business or sport coursework required.

CAREER PATH
Graduates of this program will be competitive candidates for positions in high school sport administration, collegiate athletics, professional sport organizations, fitness centers, youth organizations, and parks and recreation departments. Graduates from the Sport Management program hold positions in various areas of the sport industry, including marketing, event management, sponsorship, and finance.

REQUIREMENTS
Applicants to the online Sport Management degree concentration must have an undergraduate degree, and are required to have at least one year of full time work experience.
KINESIOLOGY AND HEALTH EDUCATION

The Department of Kinesiology and Health Education is a community of engaged and innovative scholars, educators, and students. We aspire to lead the world in the study and promotion of health and physical activity through interdisciplinary collaborations. We aim to be recognized for the excellence of our teaching, the impact of our research, and the quality of our graduates.

The Department of Kinesiology and Health Education has multiple areas of graduate study. These include Health Behavior and Education, Exercise Science, Sport Management, and Physical Culture and Sport. At the Doctoral level, these programs train students to conduct cutting-edge research. At the master’s level, students have the option of a research or an applied focus.

Our diverse alumni network demonstrates our students’ abilities to apply their skills for the betterment of the people of Texas, the United States and throughout the world.

THE COLLEGE OF EDUCATION

The College of Education was founded in 1891 to prepare graduates to be teachers in schools and colleges and to advance the study of pedagogy. While this is still true, the college has since incorporated related fields in health and kinesiology.

With the addition of each of our departments, our college has expanded teaching and research in the fields of Curriculum and Instruction, Educational Leadership and Policy, Educational Psychology, Kinesiology and Health Education, and Special Education.

The College of Education focuses on developing education for the individual learner. We inspire teaching methods and policies that work for students and educators of diverse backgrounds.

CONTACT

EMILY SPARVERO
CLINICAL ASSISTANT PROFESSOR

Office: BEL 605F
Phone: (512) 232-2383
Email: sparv@austin.utexas.edu

SPORT MANAGEMENT

Learn to excel in a rapidly expanding sport and fitness industry with a master’s degree in Sport Management. Our M.Ed. program encourages students to gain practical industry experience through dynamic coursework and internships. Our program is closely connected to UT’s Athletic Department, which is recognized as one of the flagship collegiate businesses in America. We also offer a Master of Science (M.S.) program that focuses on research, and contributes to real-world scenarios in sport management.

KINESIOLOGY AND HEALTH EDUCATION

The University of Texas at Austin
2109 San Jacinto Blvd., Stop D3700
Austin, TX 78712-1415

EDUCATION.UTEXAS.EDU/SPORT-MANAGEMENT-ONLINE