MASTER OF SCIENCE IN SPORT MANAGEMENT (M.S.)

Purpose
The Master of Science in Sport Management degree is designed to prepare competent and effective leaders with a biblical worldview who will model high standards and assume a leadership role in the sport industry. Leaders in the field of sport management are seen as those who assume a facilitating role in accomplishing the goals and objectives of a business based administrative position in sport.

Program Learning Outcomes
The student will be able to:

1. Integrate the Christian worldview into decision-making within sport management.
2. Evaluate and present scholarship relevant to sport management based on the knowledge of literature, research, and industry best practices.
3. Develop appropriate strategies, policies, and solutions that address the desired outcomes of sport organizations.

Information pertaining to student learning and achievement in the sport management programs accredited by COSMA can be obtained by visiting the Department of Sport, Event, and Tourism Management website at https://www.liberty.edu/business/sport-event-tourism-management/ or by contacting the Chair of the Department of Sport, Event, and Tourism Management at sportmanagement@liberty.edu.

Program Specific Admission Requirements
In addition to the general admission procedures, specific admission requirements for the M.S. in Sport Management are listed below. The following items must be submitted to the Office of Graduate Admissions prior to registering for any graduate courses. Where noted, forms are available online at https://www.liberty.edu/online/.

1. Earned baccalaureate degree or its equivalent from an institution accredited by an agency recognized by the U.S. Department of Education (e.g., SACSCOC, TRACS, ABHE, etc.)
2. GPA of at least 3.00 on a 4.00 scale (cautionary admission is an option if the student has at least a 2.50).
3. TOEFL Scores for students who speak English as a second language (score of 600 paper-based test; 250 computer-based test, 80 internet-based test)

Transfer Credit
Students may transfer up to 18 credit hours. Such courses must carry a grade of at least a B- and be comparable to Liberty University graduate courses. Transfer credit will only be considered from institutions or schools accredited by an accrediting agency recognized by the U.S. Department of Education. It is the responsibility of each applicant to supply official transcripts along with a written request to have credit applied to the degree program. Transfer credits must have been completed within the previous 10 years.

Credit for life experience and for correspondence courses will not be awarded at the graduate level. Credits from a prior degree on the same academic level earned through Liberty University are considered transfer credits.

Graduation Requirements
In addition to other regulations governing graduation, as stated in the Liberty University Catalog, M.S. candidates must:

1. Complete 36 semester hours for the M.S. in Sport Management.
2. A maximum of 50% of the program hours may be transferred if approved and allowable, including credit from an earned degree from Liberty University on the same academic level.
3. Successfully complete a comprehensive exam at the conclusion of the all Sport Management core cores and before enrolling in the culminating activity. The comprehensive exam will be made available after SMGT 501 Social Issues in Sport Management (3 c.h.), SMGT 502 Sport Marketing and Public Relations (3 c.h.), SMGT 503 Ethics in Sport (3 c.h.), SMGT 505 Legal Issues in Sport (3 c.h.), SMGT 506 Economics and Financial Management of Sport (3 c.h.), SMGT 520 Understanding Research in Sport, Recreation, and Tourism (3 c.h.) have been completed. Comprehensive examinations are administered online in the fall, spring, and summer.
4. May register for SMGT 689 Thesis Proposal and Research (3 c.h.) or SMGT 699 Internship (6 c.h.) after the successful completion of 21 hours, successfully passing the comprehensive exam, and permission of the Graduate Director.
5. Students must maintain a 3.00 GPA to remain in the program, with no more than two Cs permitted (in includes grades of C+ & C-). While all course grades are averaged into the GPA, course credit toward degree completion is not granted for a grade of D (or D+/D-) or F.
6. For information regarding the repeat policy, please refer to “Course Repeat Policy” in the Academic Information and Policies section of this Catalog.
7. Degree must be completed within 5 years.
8. Submission of Degree Completion Application must be completed within the last semester of a student’s anticipated graduation date.

Programs of Study

Delivery Format: Residential and Online

- Sport Management (M.S.) - Coaching & Athletic Administration (Non-Thesis)
- Sport Management (M.S.) - Coaching & Athletic Administration (Thesis)
- Sport Management (M.S.) - General (Non-Thesis)
- Sport Management (M.S.) - Sport Administration (Non-Thesis)
- Sport Management (M.S.) - Sport Administration (Thesis)
- Sport Management (M.S.) - Tourism (Non-Thesis)
- Sport Management (M.S.) - Tourism (Thesis)

Career Opportunities

- Athletic event planner
- Athletic facility management
- Athletic marketing and public relations
Courses

SMGT 501 Social Issues in Sport Management 3 Credit Hour(s)
This course will examine the social institution of sport and its consequences for the North American society; the social organization from play to professional sport; violence and discrimination; women and ethnic minorities in sport; and the socialization implications from participation in sports.
Offered: Resident and Online

SMGT 502 Sport Marketing and Public Relations 3 Credit Hour(s)
This course is an examination of the principles of marketing, promotion, sponsorship, public relations and consumer behavior as they apply to the sport industry.
Offered: Resident and Online

SMGT 503 Ethics in Sport 3 Credit Hour(s)
This course offers an introduction to ethics within the sporting context. The values promoted within sport will be examined along with common ethical dilemmas faced by those involved in sport. The course will cover issues ranging from fair play to sportsmanship to Title IX and drug use for performance enhancement.
Offered: Resident and Online

SMGT 504 Foundations of Sport Outreach 3 Credit Hour(s)
This course will investigate the historical foundations and the current development, operation, and biblical justifications for sport outreach programs within church and parachurch organizations.
Offered: Resident and Online

SMGT 505 Legal Issues in Sport 3 Credit Hour(s)
This course provides an examination of risk management and the current legal principles which affect sport and recreation organizations.
Offered: Resident and Online

SMGT 506 Economics and Financial Management of Sport 3 Credit Hour(s)
This course provides a comprehensive synopsis of the application of economics and financial management used in the sport organization decision making context from both a macro and micro level.
Offered: Resident and Online

SMGT 520 Understanding Research in Sport, Recreation, and Tourism 3 Credit Hour(s)
Overview of the nature of research in sport, recreation, and tourism studies. Topics include different types of research in sport, research design, skills in data collection and assessment, and application of research to the management of sport, recreation, and tourism.
Offered: Resident and Online

SMGT 511 Principles of Sport Event and Facility Management 3 Credit Hour(s)
This course provides an in-depth analysis of the history, development, and organizational structures of the agencies that govern amateur and professional sport. Initial and continuing eligibility, major governance areas, and current issues requiring policy revisions will be examined.
Offered: Resident and Online

SMGT 512 Strategic Sport Management 3 Credit Hour(s)
This course will examine the current research related to planning, funding, and operating sporting events and sport/recreation facilities.
Offered: Resident and Online

SMGT 513 Advanced Coaching Theory 3 Credit Hour(s)
An in-depth study of the theoretical frameworks supporting effective coaching behaviors. Students will develop knowledge in skill development, athlete evaluation, communication strategies, and successful coaching philosophies.
Offered: Online

SMGT 514 Leadership and Administration of Outdoor Adventure Sport 3 Credit Hour(s)
This course offers a critical analysis of the historic development, current status, and changing patterns of public policy in outdoor recreation, adventure sport and eco-tourism. A majority of the course will focus on leadership and strategic planning relating to land use and community engagement for outdoor organizations.
Offered: Online

SMGT 515 Comprehensive Examination 0 Credit Hour(s)
Online Prerequisite: SMGT 501 and SMGT 502 and SMGT 503 and SMGT 504 and SMGT 505 and SMGT 506 and SMGT 520
The Comprehensive Examination is comprised of seven individual exams that include content from the seven core courses in the Master’s program.
Offered: Online

SMGT 611 Foundations of Outdoor Adventure Sport 3 Credit Hour(s)
This course will provide an in-depth examination of the philosophical, ethical, ecological, and cultural foundations of outdoor recreation and adventure sport. The emphasis is on studying the interaction of the participant in the experiential environment as it relates to the complex challenges faced by management professionals working in public, commercial and not-for-profit sport and recreation delivery systems.
Offered: Online

SMGT 612 Outdoor Adventure Programming 3 Credit Hour(s)
This course offers an in-depth analysis of the principles of marketing, promotion, sponsorship, public relations and consumer behavior as they apply to the sport industry.
Offered: Resident and Online

SMGT 613 Leadership and Administration of Outdoor Adventure Sport 3 Credit Hour(s)
This course offers a critical analysis of the historic development, current status, and changing patterns of public policy in outdoor recreation, adventure sport and eco-tourism. A majority of the course will focus on leadership and strategic planning relating to land use and community engagement for outdoor organizations.
Offered: Online

SMGT 614 Comprehensive Examination 0 Credit Hour(s)
Online Prerequisite: SMGT 501 and SMGT 502 and SMGT 503 and SMGT 504 and SMGT 505 and SMGT 506 and SMGT 520
The Comprehensive Examination is comprised of seven individual exams that include content from the seven core courses in the Master’s program.
Offered: Online

SMGT 615 Sport Event and Facility Management 3 Credit Hour(s)
This course will examine the current research related to planning, funding, and operating sporting events and sport/recreation facilities.
Offered: Resident and Online

SMGT 616 Advanced Coaching Theory 3 Credit Hour(s)
An in-depth study of the theoretical frameworks supporting effective coaching behaviors. Students will develop knowledge in skill development, athlete evaluation, communication strategies, and successful coaching philosophies.
Offered: Online

SMGT 617 Strategic Sport Management 3 Credit Hour(s)
This course will examine the current research related to planning, funding, and operating sporting events and sport/recreation facilities.
Offered: Resident and Online

SMGT 618 Comprehensive Examination 0 Credit Hour(s)
Online Prerequisite: SMGT 501 and SMGT 502 and SMGT 503 and SMGT 504 and SMGT 505 and SMGT 506 and SMGT 520
The Comprehensive Examination is comprised of seven individual exams that include content from the seven core courses in the Master’s program.
Offered: Online

SMGT 619 Sport Event and Facility Management 3 Credit Hour(s)
This course will examine the current research related to planning, funding, and operating sporting events and sport/recreation facilities.
Offered: Resident and Online

SMGT 620 Advanced Coaching Theory 3 Credit Hour(s)
An in-depth study of the theoretical frameworks supporting effective coaching behaviors. Students will develop knowledge in skill development, athlete evaluation, communication strategies, and successful coaching philosophies.
Offered: Online

SMGT 621 Strategic Sport Management 3 Credit Hour(s)
This course will examine the current research related to planning, funding, and operating sporting events and sport/recreation facilities.
Offered: Resident and Online

SMGT 622 Comprehensive Examination 0 Credit Hour(s)
Online Prerequisite: SMGT 501 and SMGT 502 and SMGT 503 and SMGT 504 and SMGT 505 and SMGT 506 and SMGT 520
The Comprehensive Examination is comprised of seven individual exams that include content from the seven core courses in the Master’s program.
Offered: Online

SMGT 623 Sport Event and Facility Management 3 Credit Hour(s)
This course will examine the current research related to planning, funding, and operating sporting events and sport/recreation facilities.
Offered: Resident and Online

SMGT 624 Advanced Coaching Theory 3 Credit Hour(s)
An in-depth study of the theoretical frameworks supporting effective coaching behaviors. Students will develop knowledge in skill development, athlete evaluation, communication strategies, and successful coaching philosophies.
Offered: Online

SMGT 625 Strategic Sport Management 3 Credit Hour(s)
This course will examine the current research related to planning, funding, and operating sporting events and sport/recreation facilities.
Offered: Resident and Online

SMGT 626 Comprehensive Examination 0 Credit Hour(s)
Online Prerequisite: SMGT 501 and SMGT 502 and SMGT 503 and SMGT 504 and SMGT 505 and SMGT 506 and SMGT 520
The Comprehensive Examination is comprised of seven individual exams that include content from the seven core courses in the Master’s program.
Offered: Online

SMGT 627 Sport Event and Facility Management 3 Credit Hour(s)
This course will examine the current research related to planning, funding, and operating sporting events and sport/recreation facilities.
Offered: Resident and Online
SMGT 632  Sport Development and Sales  3 Credit Hour(s)
This course will provide practical professional sales techniques needed to form a framework for strategic account management. Subsequently, the dynamics associated with building and fostering relationships necessary for a vibrant development office will be thoroughly examined.
Offered: Resident and Online

SMGT 633  Management and Leadership in Sport Organizations  3 Credit Hour(s)
This course will provide application for the development of skills necessary to be an effective and efficient leader regarding communication, motivation and corporate decision making. The role of human resources and leadership theory in an atmosphere of complexity and diversity will be explored.
Offered: Resident and Online

SMGT 689  Thesis Proposal and Research  3 Credit Hour(s)
Prerequisite: SMGT 600
Offered: Resident and Online

SMGT 690  Thesis Defense  3 Credit Hour(s)
Prerequisite: SMGT 600 and SMGT 689
Intended to demonstrate a student's ability to carry out original research. Thesis may be designed to answer practical research questions, theoretical, or ethical issues of interest to scholars and professionals in the sport management field. Credit is not awarded until the thesis has been accepted.
Registration Restrictions: Successfully pass the Comprehensive Examination; consent of instructor.
Offered: Resident and Online

SMGT 697  Seminar  3 Credit Hour(s)
Offered: Resident and Online

SMGT 699  Internship  6 Credit Hour(s)
Prerequisite: SMGT 600
Placement with a sport or recreation management organization for a controlled learning experience with the student's career specialization area. A minimum of 400 hours are required at an approved internship site.
Registration Restrictions: 21 hours completed; consent of instructor; successfully pass the Comprehensive Examination.
Offered: Resident and Online