

MASTERS OF SCIENCE IN KINESIOLOGY  
EMPHASIS IN SPORT MANAGEMENT  
(Non Thesis, 36 hours)

2008-2009

The M.S. in Kinesiology with an emphasis in Sport Management is a degree program offered to prepare students for careers as administrators and managers in collegiate and professional athletic and sport organizations. The curriculum requires a total of 36 semester hours. Up to six of the semester hours can be taken in an outside supporting area.

Required Research Core (7 hours):

KINE 601	Reading Research (Research Methods)	3
KINE 690S	Theory of Kinesiology (Statistics)	3
KINE 681	Research Seminar	1

Required Sport Management Core (15 Hours):

KINE 611	Revenue Generation in Sport	3
KINE 612	Personnel Management in Sport	3
KINE 613	Diversity in Sport Organizations	3
KINE 615	Sport Marketing	3
KINE 655	Sport Law and Ethics	3

Field Experience (4 hours):

KINE 684*	Professional Internship	4
-----------	-------------------------	---

Electives (10 hours)

Sport Management Electives (Minimum of 4):

KINE 610	Administration of Sport Organizations	3
KINE 623	Administration of Intercollegiate Athletics	3
KINE 682	Seminar in... (repeated for credit)	up to 4
KINE 683	Practicum in Sport Management	3
KINE 685	Independent Study	3

*KINE 682 Seminar in topics to include: Selling the Sport Product, Event Management, Social Issues in Sport, Diversity in Sport Organizations, Sport Communications, others TBA.*

Outside Area Courses (Maximum of 6):

ELECTIVE	Advisor Directed	up to 6
(Typically taken in MGMT, MKTG, or EDAD)		

---

Minimum Total: 36 hours

---

\*Field experiences must be selected with consultation of graduate advisor