

# MASTER OF SCIENCE IN SPORT MANAGEMENT

The mission of the graduate Sport Management degree program is to effectively prepare students for a variety of executive positions within athletic and sport organizations at the community, educational, and/or professional levels. Students will be provided quality instruction, the latest technology, opportunities for research and professional development, field-based experiences, and excellent internship opportunities. In return, students are required to become acquainted with relevant issues in the field, understand the research process, and represent the program's goals and objectives in the industry. Individuals completing the program will be ready to assume leadership positions in the sport management and/or academic domains. The curriculum is currently offered 50% face-to-face at SHSU-The Woodlands Center (TWC) and 33% Online, and 17% in an approved internship. The program progression is typically 9 Semester Credit Hours (SCH) in each of the first Fall and first Spring semesters, the summer term is 12 SCH 100% online, and the second Fall semester the student completes 6 SCH (400 contact hours) at an approved internship site.

**Additional information:** Reference the Program Landing Page (<https://www.shsu.edu/programs/graduate/sport-management/>) for additional information, such as cost, delivery format, contact information, or to schedule a visit.

Please submit the following documents to the Office of Graduate Admissions (<https://www.shsu.edu/dept/graduate-admissions/prospective-students.html>):

1. Graduate Admissions Application (<http://www.shsu.edu/admissions/apply-texas.html>)
2. Application Fee (<http://www.shsu.edu/dept/graduate-studies/application-fee.html>)
3. Minimum undergraduate GPA of 3.0
4. Official transcript from the baccalaureate degree-granting institution
5. Contact information for 2-3 references. This list should include the full names, emails, phone numbers, professional titles, and relationship to applicant.
6. A letter of intent outlining educational/career goals and how the sport management program at SHSU could help the applicant meet those goals

Students who do not meet the entrance requirements may be conditionally admitted for one semester, pending approval from the Sport Management Graduate Coordinator. Students admitted to the program on a conditional basis are allowed to complete a maximum of 6 graduate hours in their first semester. After this first semester of completed coursework, conditionally admitted students will then be reviewed for regular admission.

The Master of Science in Sport Management degree program offers two options: thesis and non-thesis. Students choosing the thesis option are required to complete 36 credit hours comprised of 30 hours of coursework and 6 hours of thesis. Students choosing the non-thesis option are required to complete 36 credit hours comprised of 30 hours of coursework and 6 hours of Graduate Internship (SPMT 5334 and SPMT 5335).

Per Academic Policy Statement 910312 (<https://catalog.shsu.edu/archives/2025-2026/graduate-and-professional/academic-policies-procedures/degree-requirements-academic-guidelines/#probation-suspension>), a 3.0 overall grade point average is the absolute minimum required for graduation. A graduate student who falls below a 3.0 overall grade point average at the close of any semester during which one or more semester credit hours are attempted will be placed on probation. If an enrolled student on probation fails to achieve a minimum 3.0 overall grade point average at the close of the next semester following the starting of the probation, the student will be academically terminated.

Code	Title	Hours
<b>Master of Science in Sport Management (Thesis option)</b>		
<b>Specified Courses</b>		
SPMT 5362	Legal Issues in Sports	3
SPMT 5363	Leadership in Sport Management	3
SPMT 5370	Sport Marketing: Theory and Practice	3
SPMT 5371	Sport Finance and Sales	3
SPMT 5373	Event & Facility Management	3
SPMT 5374	Applied Research Methods in Sport Management	3
SPMT 5382	Community and Media Relations in Sport	3
SPMT 5383	Sport Consumer Behavior	3
SPMT 5384	Revenue Generation in Sport	3
SPMT 5387	Sport Analytics	3
<b>Thesis</b>		
SPMT 6098	Sport Management Thesis I <sup>1</sup>	3

SPMT 6099	Sport Management Thesis II <sup>1</sup>	3
<b>Total Hours</b>		<b>36</b>

<sup>1</sup> Once enrolled in SPMT 6098 and/or SPMT 6099, students must continuously enroll (<https://catalog.shsu.edu/archives/2025-2026/graduate-and-professional/academic-policies-procedures/degree-requirements-academic-guidelines/#enrollment-thesis-dissertation-courses>) in this course until graduation. Please, visit with Sport Management Graduate Coordinator for more details regarding continuous enrollment requirements (<https://catalog.shsu.edu/archives/2025-2026/graduate-and-professional/academic-policies-procedures/degree-requirements-academic-guidelines/#enrollment-thesis-dissertation-courses>).

**Note:** Per Academic Policy Statement 910312, a 3.0 overall grade point average is the absolute minimum required for graduation. A graduate student who falls below a 3.0 overall grade point average at the close of any semester during which one or more semester credit hours are attempted will be placed on probation. If an enrolled student on probation fails to achieve a minimum 3.0 overall grade point average at the close of the next semester following the starting of the probation, the student will be academically terminated.

Those selecting the thesis option are required to successfully complete an oral defense of their research study. A successful thesis defense and approval for publication fulfill the comprehensive exams requirement for thesis students. (<https://catalog.shsu.edu/archives/2025-2026/graduate-and-professional/academic-policies-procedures/degree-requirements-academic-guidelines/#comprehensive-examination>) Students must also maintain continuous enrollment (<https://catalog.shsu.edu/archives/2025-2026/graduate-and-professional/academic-policies-procedures/degree-requirements-academic-guidelines/#enrollment-thesis-dissertation-courses>) in thesis courses until the thesis has been successfully completed. Please consult the Graduate Catalog (<https://catalog.shsu.edu/archives/2025-2026/graduate-and-professional/academic-policies-procedures/degree-requirements-academic-guidelines/#enrollment-thesis-dissertation-courses>) for more details.

Students should consult the Academic Calendar (<https://www.shsu.edu/dept/registrar/calendars/academic-calendar.html>) for the established timeline for thesis defense and submission.

Code	Title	Hours
<b>Master of Science in Sport Management (Non-Thesis option)</b>		
<b>Specified Courses</b>		
SPMT 5362	Legal Issues in Sports	3
SPMT 5363	Leadership in Sport Management	3
SPMT 5370	Sport Marketing: Theory and Practice	3
SPMT 5371	Sport Finance and Sales	3
SPMT 5373	Event & Facility Management	3
SPMT 5374	Applied Research Methods in Sport Management	3
SPMT 5382	Community and Media Relations in Sport	3
SPMT 5383	Sport Consumer Behavior	3
SPMT 5384	Revenue Generation in Sport	3
SPMT 5387	Sport Analytics	3
Graduate Internship		
SPMT 5334	Sport Management Internship I	3
SPMT 5335	Sport Management Internship II	3
<b>Total Hours</b>		<b>36</b>

#### Notes

Per Academic Policy Statement 910312, a 3.0 overall grade point average is the absolute minimum required for graduation. A graduate student who falls below a 3.0 overall grade point average at the close of any semester during which one or more semester credit hours are attempted will be placed on probation. If an enrolled student on probation fails to achieve a minimum 3.0 overall grade point average at the close of the next semester following the starting of the probation, the student will be academically terminated.

Student must have Graduate Standing for all courses in the program.

At the conclusion of the program, non-thesis students are required to pass a comprehensive examination covering content from select courses. The comprehensive examination can be taken when the student is within his/her final 6-hours of coursework and must be completed at least three weeks prior to the graduation date. Students must be enrolled during the semester in which the comprehensive examinations are taken.

The Texas Higher Education Coordinating Board (THECB) marketable skills initiative is part of the state's **60x30TX plan** and was designed to help students articulate their skills to employers. Marketable skills are those skills valued by employers and/or graduate programs that can be applied in a variety of work or education settings and may include interpersonal, cognitive, and applied skill areas.

The MS in Sport Management is designed to provide graduates with the following marketable skills:

- **Professionalism and Ethical Decision Making:** Students are taught what it means to be a "professional" in the sport industry. Students must demonstrate a high standard of professionalism in the classroom, during internship experiences, and through class projects with various stakeholders in the field. In addition, students are taught the importance of ethical and responsible decision making.
- **Sales Experience:** Students are taught valuable sales skills and strategies throughout the program by professors and sport industry leaders. Students will gain valuable sales experience through a variety of different opportunities with our intercollegiate athletic and professional sports partners.
- **Social Awareness:** Students are provided training and education of the alignment between social issues and the sport industry. Such issues include: diversity, gender equity, race issues, media influence, violence, etc. Students are taught the importance of being a socially responsible leader in the sport industry.
- **Risk Management Skills:** The sport management program is designed to prepare students to become effective leaders and managers in the sport industry. Students are taught the importance of developing a preventative law plan to deal with potential risks that may effect his/her sport organization.
- **Event Management and Marketing Skills:** Students are provided opportunities to produce and market a major event. As a part of the process, students engage in budgeting, event development and planning, marketing, and sales to execute a major event for the program, department, college, and university. The applied nature of the project utilizes existing program relationships to build course concepts into real-world settings.