**sport and entertainment management Program**

**Master of Science (M.S.) Degree**

**DEGREE INFORMATION**

**Program Admission Deadlines:**

**Fall:** June 1

**Fall Admission Only**

**Minimum Total Hours:** 36

**Program Level:** Masters

**CIP Code:** 31.0504

**Dept. Code:** MKT

**Program (Major/College):** SMG **/**BA

**Approved:** 2014

**CONTACT INFORMATION**

**College:** Business

**Department:** Marketing

**Contact Information:** [www.grad.usf.edu](http://www.grad.usf.edu/)

**PROGRAM INFORMATION**

**Accreditation**

Accredited by the the Association to Advance Collegiate Schools of Business (AACSB) and Commission on Colleges of the Southern Association of College and Schools.

**Major Research Areas**

Sport Management, Entertainment, Sport Business Analytics, Sport Marketing, Sport and Social Issues, American Sport Industry, Global Sport Industry, Sport Law, Sport and Entertainment Finance

**ADMISSION INFORMATION**

Must meet University requirements (see Graduate Admissions) as well as program’s requirements.

**Program Admission Requirements**

* Personal Interview with a committee of program faculty
* Personal Statement addressing career focus and aspirations
* Admission to and completion of the USF MBA or other MBA with a Concentration in Sport Business
* Minimum of 3.00/4.00 average for all graduate work completed

**DEGREE PROGRAM REQUIREMENTS**

**Total Minimum Hours 36**

**Course Requirements 30**

SPB 6719 Sport and Entertainment Marketing Strategy\* 3

SPB 6406 Sport and Entertainment Law\* 3

SPB 6706 Sport Business Analytics\* 3

SPB 6605 Sport and Social Issues 3

SPB 6116 Sport and Entertainment Finance 3

SPB 6735 Global Environment of Sport 3

SPB 6807 Social Media in Sport 3

SPB 6608 Issues in the American Sport Industry 3

SPB 6715 Sales and Fundraising in the Sport Industry 3

SPB 6930 Sport Business Project I 3

Students complete the three courses indicated with an asterisk as part of the requirements for the MBA with a Concentration in Sport Business. Because these nine hours of coursework are “shared” by the two programs, the 36 credit-hour MS in Sport and Entertainment Management requires an additional 24 hours to complete.

**Comprehensive Exam**

**Internship - 6**

SPB 6946 Internship in Sport and Entertainment Management II

SPB 6946 Internship in Sport and Entertainment Management III

Option to complete thesis in lieu of internship.

**Sequence**

Students should consult with the Graduate Program Director for advising on course sequencing requirements.

**Dual Degree Option**

This major is also offered as a dual degree option with the MBA in Business Administration with a concentration in Sport Business. Refer to the Dual Degree listing for information on the requirements.

**COURSES**

See [http://ugs.usf.edu/course-inventory](http://www.ugs.usf.edu/sab/sabs.cfm)