

Make your move off the field.

The online Master's in Sport Management*

Whether you're looking to enter the professional world of sports or eager to get ahead in your current role in the industry, the online master's in sport management* program at the University of Kansas is designed to give you a leg up. This master's degree from a university widely recognized for its athletic traditions and contributions to the field can help you gain ground in the industry and outperform the competition in a crowded job market.

Program Structure

- 12 courses
- 36 credit hours
- 8 weeks per course
- Complete in as few as 2 years

Program Benefits

- Join an interdisciplinary program designed to help students pursue or advance in careers across the sport sector
- Produce a portfolio reflecting the learned skills that correspond to the competencies outlined by the North American Society for Sport Management (NASSM)
- Complete your coursework anytime, anywhere, through our innovative online format
- Practice new skills and apply new knowledge with simulated sports organizations in our virtual community Jayhawkville
- Utilize what you study in the program directly in the field during your customizable career internship
- No GRE required for admission

Admissions Requirements

- Completed [online application](#)
- Professional resume or CV
- Completed bachelor's degree from accredited college or university
- Official transcripts from all colleges or universities attended
- Personal statement that details how the program relates to your career goals
- Two letters of recommendation from professional or academic references
- Application fee: \$65 for U.S. residents, \$85 for international applicants
- Proof of English proficiency (for non-native English-speaking applicants)

*This program is an online Master of Science in Education (M.S.E.) degree in health, sport management, and exercise science with an emphasis in sport management.

The Curriculum

Year 1 Courses

- HSES 801:** Sport Facilities
- HSES 830:** Socio-Cultural Dimensions of Sport
- HSES 831:** Ethics in the Sport Industry
- HSES 840:** Organizational Behavior in Sport
- HSES 828:** Sport Finance
- HSES 842:** Sport Marketing

Year 2 Courses

- EPSY 715:** Understanding Research in Education
- HSES 884:** Legal Aspects of Sport
- HSES 885:** Sport Sponsorship
- HSES 886:** Sport Fundraising
- HSES 880:** Internship in Sport Management
- HSES 896:** Capstone in Sport Management

What You'll Learn

Through our dynamic 36-credit-hour curriculum, you can graduate with broad knowledge-based skills that will help you stand out for a vast number of professional positions. This program emphasizes communication skills alongside networking and industry engagement, with a particular focus on key areas of the sport industry that include ethics and legal aspects of sport, socio-cultural dimensions and organizational behavior in sport, sport finance and marketing, sport sponsorship and fundraising, facilities and event management, and more.

Career Outcomes

After earning their master's in sport management, our alumni have entered the industry with the confidence and prowess they need to take charge and make the next game-changing move in organizations across the globe. They have gone on to work for organizations that include the Dallas Cowboys, the Seattle Mariners, Fox Sports, and the Big Ten Conference. Graduates may also work at the scholastic, collegiate or community level in roles ranging from school athletics director to facilities coordinator, ticket sales management, fundraising coordinator, and more.