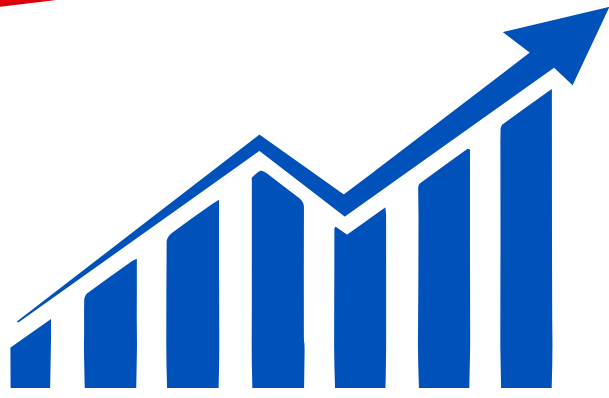


5

Reasons to Earn Your Master's in Sport Management



1

It's a Huge Industry

It's a huge industry that promises continued growth. In North America alone, the sport industry is expected to reach \$73.5 billion by 2019.¹



2

Personal Passion

It's likely a passion of yours, and life's too short not to work in an area you truly love. You should pursue a degree that can help you build the skills necessary for a successful career in an industry you respect and to which you can happily dedicate your life.

3

Stand Out From the Crowd

Because it's a competitive industry, it can be difficult to make a name for yourself and receive the career recognition and advancement you desire—a Master's in Sport Management degree can help you stand out among the competition.

This is particularly true if you earn your degree from a university with a storied history of success in athletics, like the [online Master's in Sport Management* program](#) at the University of Kansas, a university that can claim James Naismith, the [professor who created the sport of basketball](#), among its most prominent faculty.



4



Expand Your Options

A Master's in Sport Management degree opens a wide array of potential professional roles, ranging from positions in athletic administrations, sport marketing, stadium management, coaching and more.

With a versatile and multidisciplinary degree, like the [online Master's in Sport Management program](#) at the University of Kansas, you can stay on your toes in your career, transitioning in or out of these areas as you see fit down the line.

5

Large Alumni Network

Master's degree programs often have [extensive alumni networks](#) with alumni who work in a variety of industries, which can be a great advantage. Alumni are often eager to help students currently enrolled at their alma mater and can provide valuable tips for those looking to get ahead in their careers.



This is another way in which the online Master's in Sport Management from KU is uniquely beneficial. The KU alumni network is many thousands strong, and the [KU Sport Management Professional Society](#) specifically represents accomplished alumni who have built success with professional sport teams, corporate operations, sports journalism and more.

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

1. Retrieved on April 25, 2018, from forbes.com/sites/darrenheitner/2015/10/19/sports-industry-to-reach-73-5-billion-by-2019/#57145fd01b4b