THE UNIVERSITY OF KU KANSAS
School of Education & Human Sciences
Department of Health, Sport, and Exercise Sciences

# JOIN A LEGACY OF EXCELLENCE

## FROM A UNIVERSITY THAT KNOWS A THING OR TWO ABOUT WINNING TITLES

*THE ONLINE MASTER'S IN SPORT MANAGEMENT FROM THE UNIVERSITY OF KANSAS**

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

## Ours is a name that is recognized around the world and synonymous with athletic excellence.

Our university's first basketball coach, James Naismith, ***literally invented the game***.

We are the home of legends such as **Wilt Chamberlain, Gale Sayers** and **Billy Mills.**

And we're the winners of **11 NCAA Division One championship titles**, **169 Big 12 conference titles** and **24 Big 12 championship titles**.

## GREATNESS IS GAINED THROUGH TRAINING

Sport management career options are as varied as Olympic events. For this reason, **our online master's in sport management curriculum**, which aligns with the competencies of the North American Society for Sport Management (NASSM), prepares professionals to tackle a variety of roles ranging from player personnel and team management to event management and sports marketing and more.

**We bring our distinguished athletic history to our online curriculum**, enabling students to make direct connections in the field of sports they intend to work in and providing them with the ability to receive real-world training in athletic settings of their choosing.

VIEW THE CURRICULUM

"As a result of this program, I had the opportunity to travel to Kansas and work as a facility manager for a national high school basketball tournament."

- CHRIS LOFTIN, M.S.E '20 CANDIDATE

## HERE, WE LEARN BY DOING

We pride ourselves on our ability to train our students to navigate contemporary issues in the sporting world and thrive within complex and varied organizations.

**To do that well, we created Jayhawkville, a dynamic virtual learning environment that provides students the opportunity to work through modern issues, tackle relevant projects, and "see" sporting aspects of cities and communities through new lenses.**

Jayhawkville prepares you for success with an **interactive virtual city that replicates real-world scenarios that may occur at golf clubs, community centers, media outlets, private colleges, universities, tennis clubs and other settings**.

These points of interest throughout Jayhawkville serve as launch points for a variety of simulated case study scenarios that will help you develop the skills to become a successful and well-rounded sport management professional.

SEE THE ONLINE EXPERIENCE

## Gain more than a degree.

Our master's in sport management program aims to fully develop your networking, ethics, finance, fundraising and communication skills.

To accomplish these goals and allow you to directly apply coursework to your current career, our curriculum features projects that require you to:

- **Submit a successful event bid to host a major tournament** while accounting for factors such as transportation, accommodation, stadium availability, emergency health services, staffing, media coverage and more
- **Deciding whether to sell the naming rights to an athletic facility** while considering things like financial gain or loss, the existing culture of the community, local demographics, target market reaction and the potential of hosting a major tournament
- **Weighing the pros and cons of allowing children to play contact sports** such as tackle football, rugby and soccer while considering recent scientific research related to the children's short-term and long-term welfare

## TOGETHER WE RISE

Being a Jayhawk means being a part of a history and community that is bigger than all of us, but that wouldn't exist without each one of us. Every member of the Jayhawk family makes up the fabric of KU: **the storied legacy we've created, the values we uphold, the traditions we hold dear and the accomplishments we celebrate.**

## When one of us achieves something, we all do, and we lift each other up.

When you join our online master's in sport management program, you join a global network that includes **MLB writers, ESPN statistics analysts, professional athletes and more, all of whom are ready and willing to help and support their fellow Jayhawks.** When you earn an online master's in sport management from KU, you gain a name on your resume that is globally recognized and synonymous with a legacy of athletic dominance.

## DIFFERENT BACKGROUNDS MEET COMMON GOALS

When you join your fellow Jayhawks in this online master's journey, you'll be studying alongside professionals from a wide range of industries and growing your professional network in a collaborative learning environment.

This diverse cohort will help to expand your knowledge and understanding of how sport management functions across different fields and parts of the sports industry.

## About our students:

CURRENT STUDENT JOB TITLES

- ESPN Statistics Analyst
- Kansas City Chiefs Event Coordinator
- MLB Network Writer, Producer and Marketer
- Washington Nationals Regional Representative

| AVERAGE WORK EXPERIENCE | AVERAGE AGE |
|---|---|
| 5.4 years | 27 |
| **KU ALUMNI** | **KANSAS RESIDENTS** |
| 26% | 33% |

2. Data based on self-reported information from students where available. Represents all cohorts for all time with the exception of Career Industries and Age (represents cohorts through Summer 2019 only).

## Ready to join the Jayhawk family?

SCHEDULE A CALL WITH AN ADMISSIONS ADVISOR

## ONCE A JAYHAWK, ALWAYS A JAYHAWK

As a sporting powerhouse, our halls have been graced by some of the most competitive and driven individuals in athletics. But this tenacity isn't limited to athletes, **our sport management alumni have risen through the ranks with some of the biggest brands in the business.** Our network spans the country, giving you connections and a friendly helping hand nearly everywhere you go.

**When you join the Jayhawk community, you join a community with ties to organizations such as[2]:**

### PROFESSIONAL ATHLETICS

- San Francisco 49ers
- Denver Broncos
- Kansas City Chiefs
- Sporting KC
- Dallas Cowboys
- Houston Astros
- Nashville Predators
- Tampa Bay Rays
- Minnesota Timberwolves
- Atlanta Hawks
- Oklahoma City Thunder

### COLLEGIATE ATHLETICS

- University of Notre Dame
- UCLA
- University of Texas
- University of Mississippi
- Georgia State University
- University of Kansas
- Florida State University
- University of Connecticut

### OTHER SPORT AND HEALTH-RELATED ORGANIZATIONS

- Ladies Professional Golf Association (LPGA)
- National Association of Basketball Coaches
- Octagon
- USA Diving
- U.S. Soccer
- Hudl
- United States Navy
- Special Olympics Kansas

3. Retrieved on August 6, 2019, from docs.google.com/spreadsheets/d/1Aumds3BZf8SwNHC2-H_BeCqcOPqmdBbVrO3sjmcA/edit#gid=534347005

## THE STATS SPEAK FOR THEMSELVES

From marketing and sponsorship to client services executives and brand managers, many organizations are just waiting for well-trained and qualified candidates to join their team.

### Expected annual salaries for sport management careers:[4]

ACCOUNT MANAGER/ ACCOUNT EXECUTIVE[4]
**$127,130**

MARKETING MANAGER[4]
**$127,130**

GENERAL MANAGER[4]
**$112,200**
(STARTING IN THE MINOR LEAGUES)

LEAGUE ADMINISTRATOR[5]
**$92,250**

FACILITY DIRECTOR[6]
**$82,110**

PUBLIC RELATIONS ASSISTANT[4]
**$57,000**

INSIDE SALES REPRESENTATIVE[4]
**$45,000**
(BASED ON COMMISSION)

4. Retrieved on August 7, 2019, from worktosports.com/blog/top-9-sports-management-jobs-for-non-athletes/
5. Retrieved on August 7, 2019, from sports-management-degrees.com/job-profiles/league-administrator/
6. Retrieved on August 7, 2019, from sports-management-degrees.com/job-profiles/sports-facility-director/

## SUCCESS DEMANDS SUPPORT

**NO GRE** REQUIREMENT

**3 START DATES**: SPRING, SUMMER, FALL

GRADUATE IN AS FEW AS **TWO YEARS**

**100 PERCENT ONLINE** ALLOWS YOU TO CONTINUE WORKING AS YOU EARN YOUR MASTER'S

2019 BEST ONLINE COLLEGES FOR VALUE Master's Sports Management GUIDE TO ONLINE SCHOOLS

MAKE YOUR MARK WITH THE **NO. 6 BEST VALUE OPTION** FOR AN ONLINE MASTER'S PROGRAM IN SPORT MANAGEMENT[7]

### Student support:

- **Mentorship program**: From the start of the program, each student will be assigned an alumni to mentor them. These mentors will help review resumes, provide networking tips, make introductions and support and guide the student
- **Student success** coordinator
- **24/7 tech support**
- **Access to on-site resources** such as Career Services and Library Services

7. Retrieved on June 16, 2020, from guidetoonlineschools.com/degrees/masters-sports-management

"I applied to and was accepted at Kentucky, UMass and Georgetown. All of these schools are excellent choices, but one of the biggest factors ended up being how helpful my admissions advisor was. She went out of her way to encourage me through the admissions process."

- CHRIS LOFTIN, M.S.E '20 CANDIDATE

## YOUR JOURNEY BEGINS HERE

Basic **requirements for admissions** to our online master's in sport management include:

- Completed **online application**
- **Official transcript(s)** of your completed bachelor's degree from an accredited university
- **An undergraduate GPA of 3.0 or higher** (on a 4.0 scale). Students with a GPA below 3.0 should contact an admissions advisor at 855-639-7799 for more information
- **Resume** or CV
- Two **letters of recommendation**
- **Personal statement**
- **Application fee** of $65 ($85 for international students)
- For international applicants: **IELTS or TOEFL** scores to prove your English proficiency
- For more details on each of these requirements, **click here**.

"The tradition of excellence surrounding Kansas athletics combined with the flexibility of an interactive online learning environment make the perfect combination to continue an education in sport management."

- CHRIS LOFTIN, M.S.E '20 CANDIDATE

### You can do more than watch from the sidelines.

Join the Jayhawk family and gain a competitive edge that empowers you to apply new skills in your current role and gives you the connections to open doors in nearly any field.

SCHEDULE A CALL

APPLY TODAY