

KU SPORT MANAGEMENT Online Master's Program Roadmap

Embarking on the online master's in sport management* program at KU is not just about gaining a degree; it's about joining a journey enriched by the Jayhawk culture, where sports and academic excellence have flown side by side since 1865.

The curriculum and courses are designed to challenge and champion your passion for sports and management, leveraging the distinguished history and cutting-edge knowledge that KU proudly offers.**

Year 1 Sport Management Courses



HSES 801

SPORT FACILITIES: The purpose of this course is to study current developments and trends in the financing, programming, design, and construction of facilities for intercollegiate athletics and professional sports.



HSES 828

SPORT FINANCE: A study of the principles and applications of finance and economics in the sport industry. Strategic financial planning as a part of management responsibilities is highlighted.



A POWERHOUSE IN SPORT

Since its early days, KU has excelled in athletics, fostering a tradition of excellence across basketball, track, and football, and establishing a legacy of competitive spirit and success.

ACADEMIC TITANS

Founded in 1865, KU has cultivated academic excellence; Today, the University offers a rich tapestry of over 350-degree programs, including a robust online sport management master's.



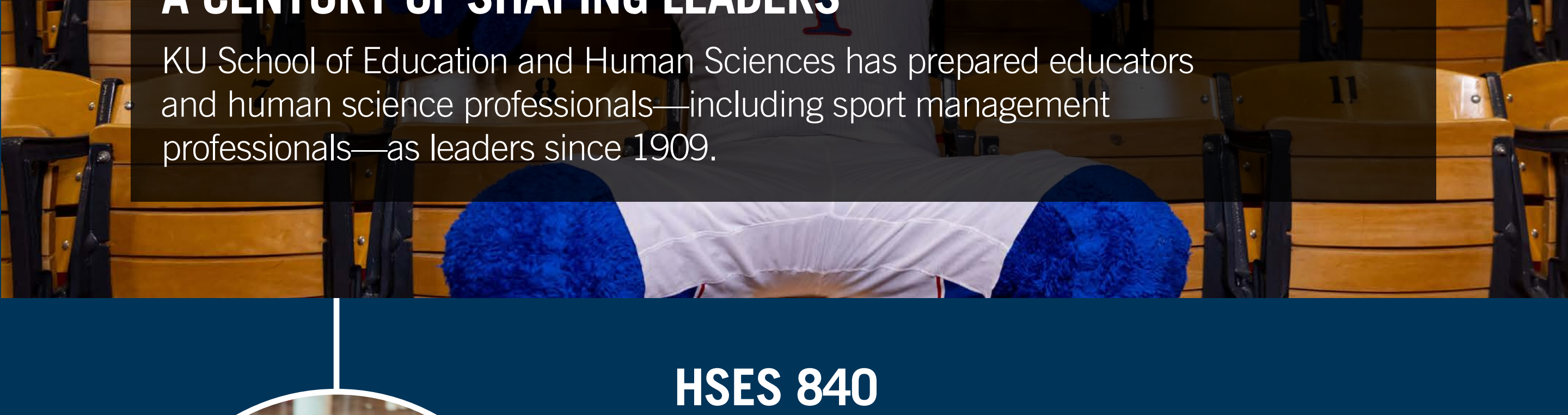
HSES 830

SOCIOCULTURAL DIMENSIONS OF SPORT: Current literature concerning the impact of American social values and cultural patterns of sport and physical activity will be studied. Critiques of related research involving sport, social institutions, and sociocultural groups in sport will be emphasized.



HSES 831

ETHICS IN THE SPORT INDUSTRY: This course is designed to help students learn to make morally reasoned decisions in various sport settings. This course will help prepare students to respond more responsibly when faced with challenging ethical dilemmas and guide them in learning to serve as role models for ethical conduct.



SOARING SPIRIT: THE JAYHAWK MASCOT IS BORN

The Jayhawk mascot was adopted in the late 1800s, embodying the spirit and history of Kansas.

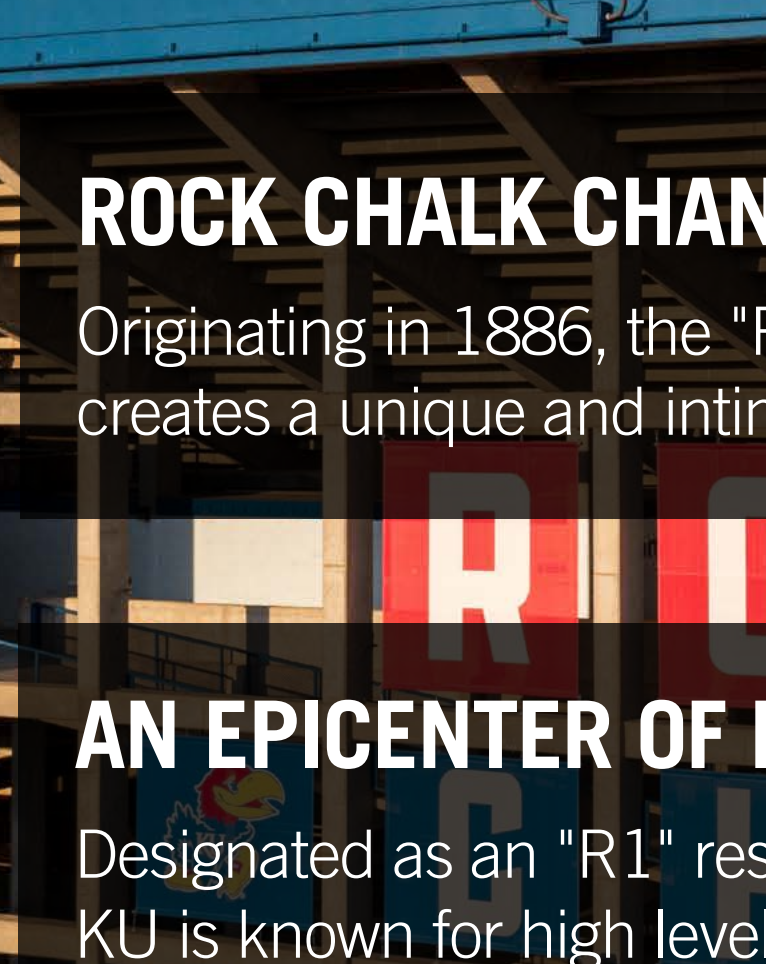
A CENTURY OF SHAPING LEADERS

KU School of Education and Human Sciences has prepared educators and human science professionals—including sport management professionals—as leaders since 1909.



HSES 840

ORGANIZATIONAL BEHAVIOR IN SPORT: This course utilizes a micro-perspective to analyze the behavior and culture within sport organizations. Specifically, the student will study and learn how to apply management and leadership theories that have the potential to shape the work environment and will discuss how current topics in organizational behavior are particularly relevant to the sport industry.



HSES 842

SPORT MARKETING: This course helps students gain a deeper understanding of sport marketing by examining in depth the sport marketing mix of product, price, place, and promotion as well as marketing research, marketing strategy, market segmentation, branding, sponsorships, licensing, venue, and event marketing, public relations and global sport marketing.



ROCK CHALK CHANT

Originating in 1886, the "Rock Chalk" chant is a globally recognized cheer that creates a unique and intimidating atmosphere at KU sporting events.

AN EPICENTER OF DISCOVERY

Designated as an "R1" research institution by the Carnegie Classification, KU is known for high levels of research activity.

Year 2 Sport Management Courses



EPSY 715

UNDERSTANDING RESEARCH IN EDUCATION: This course introduces the concepts and skills involved in understanding and analyzing research in education and related areas and provides an overview of basic, general knowledge of various research methodologies.



HSES 884

LEGAL ASPECTS OF SPORT: This course introduces graduate students to the basic concepts of the American legal system and its application to intercollegiate and professional sports. Particular emphasis is given to risk management and preventive law.



WORLDWIDE WINGSPAN: THE JAYHAWK ALUMNI INFLUENCE

The university boasts a global network of over 300,000 alumni, fostering connections in all sectors including sports.

ALLEN FIELDHOUSE: THE HOOPS TEMPLE

Opened in 1955, KU's iconic venue is known as one of college basketball's greatest arenas, often referred to as the "Cathedral of Basketball."



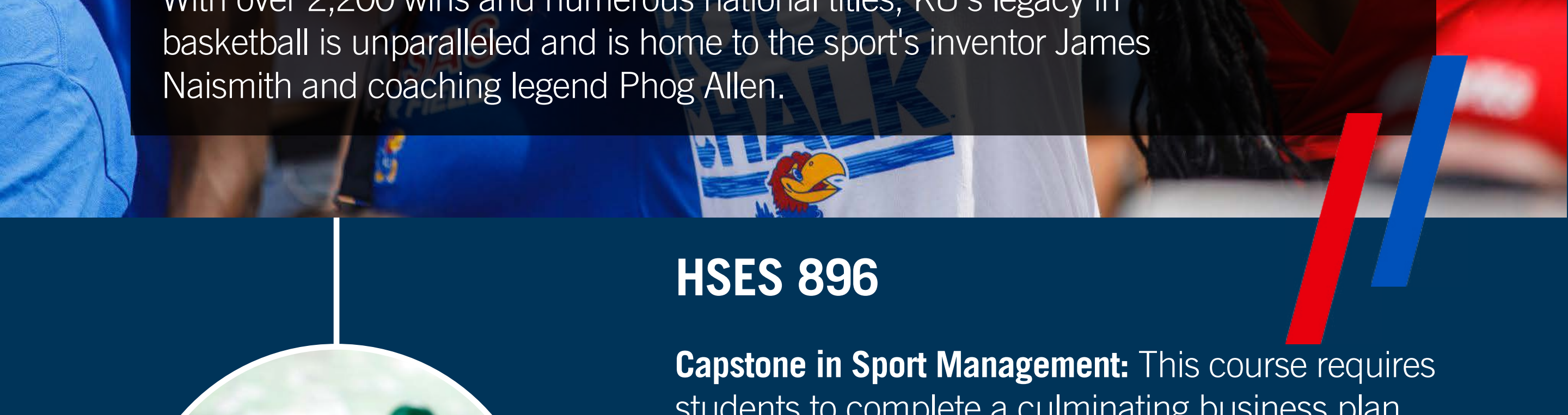
HSES 885

SPORT SPONSORSHIP: This course will delve deep into the ever-important world of sport sponsorship. Specifically, students will focus on topics such as identifying sponsor fit, measuring sponsorship effectiveness, and identifying trends in sport and corporate sponsorship, activation, and partnerships.



HSES 886

SPORT FUNDRAISING: This course is intended to give students a close look at the sport fundraising space. Topics in this course include transformational versus traditional fundraising, the emerging importance of outside funding to intercollegiate athletics, and the trends for this ever-developing area.



CRIMSON AND BLUE UNITY

Adopted in 1890, the school colors are not only on apparel but are a symbol of the spirit and unity of the Jayhawk community.

CRADLE OF COACHES: KU'S BASKETBALL HERITAGE

With over 2,200 wins and numerous national titles, KU's legacy in basketball is unparalleled and is home to the sport's inventor James Naismith and coaching legend Phog Allen.



HSES 896

Capstone in Sport Management: This course requires students to complete a culminating business plan for a new/emerging sport organization based from theories, research methods and analytical skills, and substantive knowledge obtained through their master's curriculum in sport management. The business plan involves concepts and applications covered throughout the student's learning experience in the master's curriculum including marketing, finance, leadership, sociology, and legal considerations relative to sports management and the sports industry.



HSES 880

Internship Requirement

INTERNSHIP IN SPORT MANAGEMENT: This course will provide for supervised and directed experiences in selected sport management settings. The instructor will supervise the internship, as well as conduct a conference call with the student and supervisor. Written summaries and evaluations of the internship will be prepared by the student, the agency supervisor, and the university graduate faculty member.

This course can be taken in any semester, by itself or alongside another course in the program.



INNOVATORS IN SPORT & SCIENCE

KU has a tradition of innovation, including significant contributions to sports science and medicine.

OLYMPIC GLORY

KU athletes have not just excelled locally but have left their mark on international competitions, including the Olympics.

YOUR PATH TO SUCCESS

KU online sport management master's graduation

In your career and across the globe, the KU online master's in sport management can take you where you want to go.

[CONTACT AN ADVISOR](#)

[START YOUR APPLICATION](#)

*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.
**Electives offered vary by term and are updated, periodically, to reflect changes in the environment.
Please note: The course list and sequence are subject to change. If you have any questions about the courses offered, please contact an admissions outreach advisor at 855-639-7799. For more information on health and safety measures including COVID-19 protocol, visit the Study Abroad and Global Engagement website.
The University of Kansas has engaged Everspring, a leading provider of education and technology services, to support select aspects of program delivery.