MASTER OF SCIENCE IN THE FIELD OF SPORT MANAGEMENT

The GWSB master of science in the field of sport management program prepares students for executive careers in events and facility management, sports marketing, athlete representation, sports analytics, sports media and the sporting goods industry, working with professional teams and leagues and in collegiate athletics.

Students will learn to recognize issues facing sports industry leaders and make sound, ethical business decisions; identify revenue streams and expenses for sports organizations; understand legal terms, operational structure and contract clauses; and apply analytic and research skills to solve problems and increase performance for sports-related businesses.

Visit the GW School of Business website (https://business.gwu.edu/ms-sport-management/) for additional information.

ADMISSIONS

<table>
<thead>
<tr>
<th>Article</th>
<th>Requirement</th>
</tr>
</thead>
<tbody>
<tr>
<td>Admission deadline:</td>
<td>Fall and Summer</td>
</tr>
<tr>
<td>Round 1</td>
<td>1/15</td>
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<tr>
<td>Round 2</td>
<td>4/1</td>
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<tr>
<td>Round 3</td>
<td>5/15</td>
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Standardized GRE/GMAT not required.

Recommendations required: Two (2) recommendations

Prior academic records: Transcripts are required from all colleges and universities attended, whether or not credit was earned, the program was completed, or the credit appears as transfer credit on another transcript. Unofficial transcripts from all colleges and universities attended should be uploaded to your online application. Official transcripts are required only of applicants who are offered admission.

Statement of purpose: Statement of career objectives - In no more than 500 words, describe how the MSSM program fits into your professional life and career objectives.

International applicants only: Please review International Applicant Information (https://graduate.admissions.gwu.edu/international-student-application-requirements) carefully for details on required documents, earlier deadlines for applicants requiring an I-20 or DS-2019 from GW, and English language requirements.

Please note that the minimum English language test scores required by this program are:

- Academic IELTS: an overall band score of 7.0 with no individual band score below 6.0; or
- TOEFL: 600 on paper-based, or 100 on Internet-based; or
- Academic PTE: 68

Supporting documents not submitted online should be mailed to:
The GW School of Business
Attn: Graduate Admissions
2201 G Street, NW, Suite 550
Washington, DC 20052
Contact for questions:
business@gwu.edu – 202-994-1212 (phone)
9:00 am – 5:00 pm, Monday through Friday

REQUIREMENTS

The following requirements must be fulfilled:

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
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<tbody>
<tr>
<td>TSTD 6251</td>
<td>Applied Quantitative Methods</td>
<td></td>
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<tr>
<td>TSTD 6264</td>
<td>Sport Marketing</td>
<td></td>
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<tr>
<td>TSTD 6265</td>
<td>Sport Law: Contracts and Negotiations</td>
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<tr>
<td>TSTD 6266</td>
<td>Sport and Event Facility Management</td>
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<tr>
<td>TSTD 6267</td>
<td>Sport Media and Communications</td>
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<tr>
<td>TSTD 6270</td>
<td>Research Methods and Applications</td>
<td></td>
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<tr>
<td>TSTD 6283</td>
<td>Practicum</td>
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<tr>
<td>DNSC 6214</td>
<td>Pricing and Revenue Management</td>
<td></td>
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<tr>
<td>DNSC 6279</td>
<td>Data Mining</td>
<td></td>
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<tr>
<td>DNSC 6404</td>
<td>Sports Analytics</td>
<td></td>
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<tr>
<td>FINA 6224</td>
<td>Financial Management</td>
<td></td>
</tr>
<tr>
<td>FINA 6234</td>
<td>New Venture Financing: Due Diligence and Valuation Issues</td>
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</table>

15 credits in elective courses. Students may elect to use these credits to focus in one specific area, earn a specialized graduate certificate, or choose courses from different business areas with guidance from the advisor.
IBUS 6201  International Marketing
IBUS 6403  International Business Negotiations
MGT 6215  Conflict Management and Negotiations
MGT 6254  Negotiations and Labor Relations
MGT 6285  Social Entrepreneurship
MGT 6290  Special Topics (Business of e-Sports)
MGT 6290  Special Topics (Sport Entrepreneurship)
MKTG 6243  Marketing Research
MKTG 6246  Marketing of Services
MKTG 6248  Advertising and Marketing Communications Strategy
MKTG 6252  Digital Marketing
MKTG 6256  Integrated Marketing Communication
PPPA 6031  Governing and Managing Nonprofit Organizations
PPPA 6032  Managing Fund Raising and Philanthropy
TSTD 6277  Event Management
TSTD 6278  Conference and Exposition Management
TSTD 6282  International Experiences
TSTD 6296  Hospitality Digital Marketing Strategies
TSTD 6998  Thesis Research
TSTD 6999  Thesis Research

**COMBINED PROGRAM**

- Dual Master of Business Administration and Master of Science in the field of sport management (http://bulletin.gwu.edu/business/dual- MBA-MS-sport-management/)