

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

Article	Requirement
Admission deadline:	Fall and Summer Round 1 1/15 Round 2 4/1 Round 3 5/15
Standardized test scores:	GRE/GMAT not required.
Recommendations required:	Two (2) recommendations required:
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) (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 IETLS: 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:

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

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