MASTER OF SCIENCE IN THE FIELD OF SPORT MANAGEMENT

The School of Business’s master of science in 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.

This specialized master’s program is built on GWSB’s award-winning quarter century of experience in the discipline, which includes Olympics and World Cup study abroad programs, the annual Travel Events and Management in Sports (TEAMS) and Sports Industry Networking and Career conferences, and more than 500 graduates placed in influential positions with professional sports franchises, leagues, and organizations, sporting goods manufacturers and sports media companies.

Visit the program website (https://business.gwu.edu/ms-sport-management/) for additional information.

ADMISSIONS
<table>
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<th>Article</th>
<th>Requirement</th>
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<td>Application deadlines:</td>
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<td>Fall:</td>
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<tr>
<td>Round 1 - November 15;</td>
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<td>Round 2 - January 15;</td>
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<td>Round 3 - March 15;</td>
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<td>Round 4 - May 1; After May 1 – Rolling</td>
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<td>Spring:</td>
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<td>Round 1 - October 1; Round 2 - November 15; After November 15 – Rolling</td>
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Application form: Our application process for designated degree and certificate programs is through a secure, electronic submission process. The application and uploaded electronic documents will be submitted directly to the Office of Graduate Admissions via a secure,
Please list your entire work history including start and stop dates. You can upload the resume in the Employment History section of the online application form.

Statement of Purpose:

Purpose is required for your application. Be sure to check your academic program of interest for any specific requirements regarding the statement. If there are no specific program requirements, your statement of approximately 500 words should...
address your interests, academic and professional objectives, and proposed topic(s) of graduate study. Please review the academic program pages for any additional guidelines for the statement of purpose.

Applicants are required to upload and submit copies of transcripts from all undergraduate and graduate institutions attended, whether or not the program was completed or the credit appears as a transfer credit on another transcript. We consider these uploaded
transcripts to be “unofficial” as they are submitted by the applicant. Applicants who receive an offer of admission will be required at that time of enrollment to submit official final transcripts. An acceptable transcript is a copy of an official transcript produced by the institution. If submitting transcripts from a foreign institution, please reference the International Student Requirements section for detailed information on requirements.

Letters of recommendation: One official letter of recommendation is
required by the GW School of Business unless your specific program mandates two or more. The recommendation(s) must be from an individual in a position to appraise the applicant’s potential for graduate study (i.e. Manager, Professor, Mentor or etc.). Some programs have specific requirements for recommendation providers. Some departments and programs require applicants to take standardized entrance examinations such as GRE (institution code: 5246) or GMAT (institution code: 5246).
English proficiency: All applicants are required to demonstrate a level of proficiency in the English language sufficient to meet the admission requirement of the School of Business. Please reference our International Student Requirements for more details.

Some departments and programs require the completion of supplemental data or submission of materials such as certificates.
or writing samples. Review the application requirements of your program of interest to determine if supplemental questions and/or materials are required.

International applicants only: Applicants who have not completed a post-secondary degree from a U.S. institution are required to submit TOEFL, IELTS, PTE Academic, or the Duolingo English Test scores to be considered for admission. Scores may not be more than two years old. To ensure TOEFL scores are sent to GW, use institutional
An institutional code is not required to send IELTS or PTE scores to GW.

PLEASE NOTE that the minimum English language test scores required by this program are:

- IELTS: Score of 6.0 overall with no individual score below 5.0.
- TOEFL: Score of 80 on the Internet exam (iBT) or 550 on the paper exam
- Duolingo English Test: Score of 110 or higher. Scores should be sent to GW School of Business.
- PTE Academic: Score of 53 or higher on the PTE Academic Test.

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 Hours: 9 am to 5 pm, Monday through Friday Visit the School of Business website (https://business.gwu.edu/graduate-applications/) for additional admissions information.

**REQUIREMENTS**

The following requirements must be fulfilled: 36 credits, including 21 credits in required courses and 15 credits in elective courses.
<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>
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<tr>
<td>TSTD 6264</td>
<td>Sport Marketing</td>
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<tr>
<td>TSTD 6265</td>
<td>Sport Law: Contracts and Negotiations</td>
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<td>TSTD 6266</td>
<td>Sport and Event Facility Management</td>
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<td>TSTD 6267</td>
<td>Sport Media and Communications</td>
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<td>TSTD 6270</td>
<td>Research Methods and Applications</td>
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<tr>
<td>TSTD 6283</td>
<td>Practicum (1 credit must be taken during the first year of the program. The remaining 2 credits can be taken at any other time.)</td>
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**Electives**

15 credits in elective courses selected from the list below. Students may elect to use these credits to focus in one specific area or to earn a specialized graduate certificate; or, they may 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
- IBUS 6201 International Marketing
- MGT 6215 Conflict Management and Negotiations
- MGT 6290 Special Topics (Business of e-Sports)
- 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 Fundraising and Philanthropy
- TSTD 6277 Event and Conference Management
- TSTD 6282 International Experiences

**COMBINED PROGRAM**

**Combined program**

- Dual Master of Business Administration and Master of Science in the field of sport management (https://bulletin.gwu.edu/business/dual-mba-ms-sport-management/)