

# 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

Article	Requirement
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Application  
deadlines

Round 1 -  
November  
15;  
Round 2  
- January  
15;  
Round 3  
- March  
15;  
Round  
4 - May  
1; After  
May 1 –  
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Spring:  
Round 1 -  
October  
1; Round  
2 -  
November  
15; After  
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or writing samples. Review the application requirements of your program of interest to determine if supplemental questions and/or materials are required.

**International Applicants**  
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



code  
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IELTS  
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PLEASE  
NOTE  
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- IELTS:  
Score  
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- TOEFL:  
Score of  
80 on the  
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Scores  
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- PTE  
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Supporting  
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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/](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.

TSTD 6296	Tourism, Hospitality, and Event Digital Marketing
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## 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/>)

Code	Title	Credits
<b>Required</b>		
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 (1 credit must be taken during the first year of the program. The remaining 2 credits can be taken at any other time.)	

### 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