

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 –
Rolling

Spring:
Round 1 -
October
1; Round
2 -
November
15; After
November
15 –
Rolling

Application
for 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,

online
process.

Please
re: 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 Statement
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.

PrApplicants
acare
rerequired
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.

One
of official
recommendation:
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.

St. Some
ex departments
sc and
programs
require
applicants
to take
standardized
entrance
examinations
such
as GRE
(institution
code:
5246) or
GMAT
(institution

code:
QK4-4F-40)
scores.
Please
refer
to your
academic
program
for
examination
requirements
and
waiver
information.

English
proficiency
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
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
5246. 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/](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
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 (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