

SPORTS MANAGEMENT, GRADUATE CERTIFICATE

Curriculum

To earn a certificate student must complete the following four courses:

Course	Title
MSA 403-DL/403-0	Sports Organizations: Leadership Theory & Application
MSA 404-DL/404-0	Sports Business: Finance, Accounting and Economics
Any two of the following:	
MSA 401-DL/401-0	Introduction to Sports Analytics
MSA 402-DL/402-0	Fundamentals of Sports Marketing
MSA 405-DL/405-0	Legal and Ethical Issues in Sports Management
MSA 406-DL/406-0	Sports Public Relations and Crisis Communication
MSA 451-DL/451-0	The Technology of Sport
MSA 407-0	Sports Labor Relations and Negotiation
MSA 412-0	Fundamentals of Sponsorship for Sports Marketers and Administrators
MSA 413-0	Advertising Project: Sports Brand Management
MSA 421-DL	The Business of Esports
MSA 424-DL	Event Management for Sports
MSA 430-DL	Sports Operations
MSA 441-0	Complexities of Management and Marketing in the Olympic Movement
MSA 445-DL/445-0	Entrepreneurship in the Sports Industry
MSA 453-DL/453-0	College Sports Management - Internal Affairs
MSA 454-DL/454-0	College Sports Management - External Affairs
MSA 455-DL/455-0	NCAA Compliance
MSA 457-DL/457-0	Front Office Operations
MSA 458-DL	Digital Media in Sports
MSA 460-DL/460-0	Deviance and Violence in Sports
MSA 463-DL/463-0	Globalization of Sport