

SPORTS ADMINISTRATION, MA GLOBAL SPORTS COMMUNICATION SPECIALIZATION

Pre-requisite: Students may take one other course simultaneously with MSA 498-DL Capstone . All other course requirements must have been completed prior to the commencement of this course.

Course	Title
Choose one	
MSA 498-DL/498-0	Capstone
MSA 590-0	Thesis Research

The Global Sports Communication specialization, offered on Northwestern's Doha, Qatar campus, prepares students to work in the growing global sports industry, focusing on strategic communication, media marketing, and leadership. Graduates of the program will build communication skills specific to the sports industry and will be well-prepared for communication, marketing, and promotional roles in the Middle East sports industry.

Curriculum

Core Courses (7 units)

Course	Title
MSA 401-DL/401-0	Sports Research Methods and Quantitative Analysis
MSA 402-DL/402-0	Fundamentals of Sports Marketing
MSA 403-DL/403-0	Management and Organization of Sports
MSA 404-DL/404-0	Sports Business: Finance, Accounting and Economics
MSA 405-DL/405-0	Legal and Ethical Issues in Sports Management
MSA 451-DL/451-0	The Technology of Sport
MSA 498-DL/498-0 or MSA 590-0	Capstone Thesis Research

Specialization Courses (4 units)

Course	Title
MSA 475-DL	Global Sports Communication (hybrid course available only at Northwestern Qatar Campus)
MSA 476-DL	Principles and Practice of Strategic Communication and Public Relations (hybrid course available only at Northwestern Qatar Campus)
MSA 477-DL	Audiovisual and Online Media Productions (hybrid course available only at Northwestern Qatar Campus)
MSA 479-DL	Practical Experience in Global Sports Communication (hybrid course available only at Northwestern Qatar Campus)

About Final Project

The capstone project course is the culmination of the MSA program and demonstrates a student's mastery of the curriculum and a firm understanding of the fundamental principles that guide the diverse field of sports administration. Students may choose this course to fulfill their capstone requirement. Students may also choose to complete a thesis. The final thesis project should be viewed as an opportunity to engage in sustained independent study on a sports administration topic that draws on and integrates a number of different perspectives that students have been introduced to in various MSA courses. The project must consist of original intellectual analysis (but need not consist of primary research from student) that addresses a contemporary sports administration problem defined and developed in concert with an extensive literature search. The thesis project can begin from a question arising in a student's work setting that could be appropriately addressed by material learned in the program.