

SPORTS ADMINISTRATION, MA

Master's in Sports Administration students need to complete 11 courses to earn their degrees. The Sports Administration curriculum consists of eight core courses, including a capstone or thesis, and three electives. There are two specializations available: Sports Analytics (<https://catalogs.northwestern.edu/sps/graduate/sports-administration/sports-administration-ma-analytics-specialization/>) and Global Sports Communication (<https://catalogs.northwestern.edu/sps/graduate/sports-administration/sports-administration-ma-global-communication-specialization/>) (hybrid courses only available in-person at the Northwestern Qatar campus).

Curriculum

Core Courses (8 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 406-DL/406-0	Sports Public Relations and Crisis Management
MSA 451-DL/451-0	The Technology of Sport
MSA 498-DL/498-0 or MSA 590-0	Capstone Thesis Research

Electives (3 units)

Course	Title
MSA 407-0	Sports Labor Relations and Negotiation
MSA 412-0	Sponsorships 2.0: Adding Value to Sports, Brands, Fans, and Communities
MSA 413-0	Advertising Project: Sports Brand Management
MSA 421-DL	The Business of Esports
MSA 441-0	Complexities of Management and Marketing in the Olympic Movement
MSA 445-DL/445-0	Entrepreneurship in the Sports Industry
MSA 453-0	Intercollegiate Sports Management
MSA 455-DL/455-0	NCAA Compliance
MSA 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
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)
MSA 490-0	Special Topics
MSA 499-0	Independent Study
MSA 579-DL/579-0	Practicum In Sports Admin

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.

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