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 three specializations available: College Sports Management (https://catalogs.northwestern.edu/sps/graduate/sports-administration/sports-administration-ma-college-sports-management-specialization/), 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)

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
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<tbody>
<tr>
<td>MSA 401-DL/401-0</td>
<td>Introduction to Sports Analytics</td>
</tr>
<tr>
<td>MSA 402-DL/402-0</td>
<td>Fundamentals of Sports Marketing</td>
</tr>
<tr>
<td>MSA 403-DL/403-0</td>
<td>Sports Organizations: Leadership Theory &amp; Application</td>
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<tr>
<td>MSA 404-DL/404-0</td>
<td>Sports Business: Finance, Accounting and Economics</td>
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<tr>
<td>MSA 405-DL/405-0</td>
<td>Legal and Ethical Issues in Sports Management</td>
</tr>
<tr>
<td>MSA 451-DL/451-0</td>
<td>The Technology of Sport</td>
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<tr>
<td>MSA 498-DL/498-0</td>
<td>Capstone</td>
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<tr>
<td>or MSA 590-0</td>
<td>Thesis Research</td>
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Electives (3 units)

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<tbody>
<tr>
<td>MSA 407-0</td>
<td>Sports Labor Relations and Negotiation</td>
</tr>
<tr>
<td>MSA 412-0</td>
<td>Sponsorships 2.0: Adding Value to Sports, Brands, Fans, and Communities</td>
</tr>
<tr>
<td>MSA 413-0</td>
<td>Advertising Project: Sports Brand Management</td>
</tr>
<tr>
<td>MSA 421-DL</td>
<td>The Business of Esports</td>
</tr>
<tr>
<td>MSA 424-DL</td>
<td>Event Management for Sports</td>
</tr>
<tr>
<td>MSA 441-0</td>
<td>Complexities of Management and Marketing in the Olympic Movement</td>
</tr>
<tr>
<td>MSA 445-DL/445-0</td>
<td>Entrepreneurship in the Sports Industry</td>
</tr>
<tr>
<td>MSA 453-0</td>
<td>College Sports Management - Internal Affairs</td>
</tr>
<tr>
<td>MSA 454-DL/454-0</td>
<td>College Sports Management - External Affairs</td>
</tr>
<tr>
<td>MSA 455-DL/455-0</td>
<td>NCAA Compliance</td>
</tr>
<tr>
<td>MSA 457-DL/457-0</td>
<td>Front Office Operations</td>
</tr>
<tr>
<td>MSA 458-DL</td>
<td>Digital Media in Sports</td>
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<tr>
<td>MSA 460-DL/460-0</td>
<td>Deviance and Violence in Sports</td>
</tr>
<tr>
<td>MSA 463-DL/463-0</td>
<td>Globalization of Sport</td>
</tr>
<tr>
<td>MSA 475-DL</td>
<td>Global Sports Communication (hybrid course available only at Northwestern Qatar Campus)</td>
</tr>
<tr>
<td>MSA 476-DL</td>
<td>Principles and Practice of Strategic Communication and Public Relations (hybrid course available only at Northwestern Qatar Campus)</td>
</tr>
<tr>
<td>MSA 477-DL</td>
<td>Media Literacy in Sports (hybrid course available only at Northwestern Qatar Campus)</td>
</tr>
</tbody>
</table>

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 a 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 the 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 before the commencement of this course.

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