

MASTER OF SCIENCE IN COLLEGE ATHLETIC ADMINISTRATION

AN ONLINE GRADUATE PROGRAM FOR LEADERS IN THE SPORTS INDUSTRY



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UNIVERSITY

PROGRAM COURSE PREVIEW

ALL COURSES ARE THREE CREDIT HOURS. FOR TEN CONSECUTIVE SIX-WEEK TERMS, STUDENTS TAKE ONE COURSE AT A TIME, MOVING THROUGH THE PROGRAM IN A COHORT MODEL.

Current Issues in College Athletic Administration

Explore the latest key issues in college athletics, as identified and continually updated by the NCAA on their website.

Sports Information and Communication in Intercollegiate Athletic Programs

Learn how to define, develop, and deliver an effective public relations campaign in college and university athletic programs while utilizing mass and social media.

College Coaching and Athletic Recruiting

Understand the administrative and philosophical issues associated with coaching, including budgeting, leadership, public relations, coaching philosophy, ethics, recruiting, team morale, and more.

Fundraising in College Athletics

Learn how to combine fundraising theory with the skills needed to implement and develop a successful college athletic fundraising program.

Legal and Ethical Issues in Intercollegiate Athletics

Discover the legal and ethical issues associated intercollegiate athletics while analyzing case studies and current issues.

100%
ONLINE!

15
MONTHS

10
COURSES

30
CREDIT
HOURS

TUITION
\$19,140
\$638/HOUR

APPLY
TODAY!

College Athletic Facilities

Take an in-depth look at the planning, design, and management of college athletic facilities. Concentrate on the latest design trends, meet with an architectural firm, and tour several college athletic facilities.

The Business Management of Intercollegiate Athletics

Investigate the business-related issues encountered by athletic administrators. Examine governance, conference affiliations, ticket sales, finance, staffing, sponsorships, and more.

Marketing of Intercollegiate Athletics

Dig into concepts such as consumer behavior, media, public relations, promotional activities, market segmentation, and legal aspects exclusive to intercollegiate athletics while developing successful marketing strategies.

Financial Management of Intercollegiate Athletics

Gain insight into the issues of financial management. You'll study principles of budgeting, sources of revenue, financial management tools, economic impact, methods of financing, and basic accounting.

Practicum in Sport Management

Demonstrate what you've learned with a capstone project or internship in a sports-related field. Your final portfolio will showcase your work, highlighting your skills, knowledge, and development throughout the program.

Learn more and apply today.
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