



AT FAIRLEIGH DICKINSON UNIVERSITY, we are committed to preparing future sports management professionals for success. We will empower you to take your enthusiasm for athletics and turn it into a rewarding career in this thriving industry. By working closely with our talented faculty, you will have an active learning experience and gain unparalleled practice in professional settings. You will emerge ready to become a leader in the field.



NYC

Both of our campuses are within easy reach of the greatest professional network in the world!



\$80.3 BILLION

Projected sports market value in North America by 2022 (PwC)

WHY FDU?

- Prepare to meet the growing demand for knowledgeable and skilled sports administration professionals
- Begin taking sports-related classes right away
- Gain hands-on learning experience through internships and networking opportunities with accomplished sports professionals, teams and organizations
- Enhance your experience with field trips to local sports industry destinations
- Improve your critical thinking, communication and leadership skills
- Take classes on campus or online

DEGREE PROGRAMS

- Bachelor of Arts in Sports Administration (BASA)
- Five-year Bachelor of Arts/Master of Sports Administration (BA/SMA)

OUR PHILOSOPHY

Fairleigh Dickinson University is one of New Jersey's leading institutions of private non-profit higher education. Our sports administration programs are designed to cultivate your ability to communicate effectively, to research and analyze information, and to think critically so that you will be able to thrive in your career.

A MULTIFACETED EDUCATION

Our programs will prepare you for leadership positions in sports administration, facility and event management, sports marketing and communications, athletic administration and other related areas. You will begin taking sports administration courses right away, and work to refine your skills in administration, information systems, accounting, communications and research.

Based on your academic performance, you may be able to enroll in our unique Bachelor of Arts/Master of Sports Administration program. This innovative, five-year combined degree program will save you time and money while providing the skills and knowledge you need to get ahead in this competitive field.



LEARN FROM EXPERIENCED SPORTS ADMINISTRATION PROFESSIONALS

A mix of industry veterans and experts in the field, our sports administration faculty are exceedingly qualified to help you develop the skills you'll need to thrive in this demanding profession. They will work closely with you to share their knowledge of organizational behavior, sports policy, international sports business, organizational management and other related topics.

PROGRAM REQUIREMENTS

Available on both the Florham and Metropolitan campuses, coursework for FDU's BASA program focuses on presenting theoretical concepts and teaching you how to apply those concepts in practice. Though your general education courses will vary based on factors such as campus location, you will need to complete 120 credits to earn your degree.

SAMPLE BASA COURSES

Introduction to Sports Administration

International Sports Administration (Study Abroad Experience)

Sports Internship (3–6 credits)

Sports Marketing and Public Relations

Global Perspectives in Sports

Facilities Management

Job Search Strategies

Legal Issues in Sports

POTENTIAL CAREER OPTIONS

- Athletic Director
- Director of Promotions
- Brand Marketing Manager
- Media Relations Director
- Sports Agency Representative
- Sports Event Manager
- General Manager
- Recreation Coordinator
- Sports Information Director
- Account Manager
- Sports Analyst
- Facility Manager
- Sports Business Entrepreneur

POTENTIAL EMPLOYMENT SETTINGS

- Professional and Minor Leagues
- College Athletic Departments
- Amateur, Intramural, Club Sports and Recreational Programs

SAMPLE INTERNSHIPS

- Madison Square Garden
- New York Jets
- New York Mets
- New Jersey Devils
- New York Yankees
- New York Red Bulls
- Brooklyn Nets

QUESTIONS?

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Florham Campus

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Metropolitan Campus

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