

# MASTER IN SPORT MANAGEMENT



**AT FAIRLEIGH DICKINSON UNIVERSITY,** we are committed to helping Sport Management professionals take their careers to the next level. Throughout our Master in Sport Management (MSM) program, you will learn the theoretical and practical aspects of the discipline, with an emphasis on leadership. By working closely with our talented faculty, you will have an active learning experience and gain unparalleled practice in professional settings.

## OUR PHILOSOPHY

Fairleigh Dickinson University is one of New Jersey's leading institutions of private higher education. Our Sport Management program is designed to cultivate your ability to communicate effectively, to research and analyze information, and to think critically so that you thrive in your career. We are committed to producing Sport Management leaders.

## A MULTIFACETED EDUCATION

The MSM program is a 36-credit, on-campus and online graduate program conducted through the International School of Hospitality, Sports, and Tourism Management. The program focuses on practical and theoretical aspects as they relate to the administration and management of sports personnel and facilities, recreation and fitness programs and businesses, health facilities, coaching and recreational activities. In addition, the program encourages the development of high-quality applied research for practitioners in the field. The degree is particularly suited for working adults who are interested in enhancing their credentials.

The MSM degree offers concentrations in Sport Management and Coaching Theory and Strategies. Students who complete five courses in a particular area of concentration will be awarded a certificate that signifies completion of that course of study. We have a third concentration in High School Athletic Director. This concentration is only available to N.J.-certified teachers. Students have the ability to take courses in a specialization that focuses on their specific areas of responsibility. Our study abroad course provides students the opportunity to stay at our Wroxtton campus for eight days. Students will explore sports from a global perspective, traveling to sport venues and meeting professionals in the field. Students will gain insight and understanding about international sport business.

## WHY FDU?

- Prepare to meet the increasing demand for knowledgeable and skilled sports administration professionals
- Benefit from a personal learning environment, with an average class size of just 12 students
- Gain hands-on 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, strategic planning, communication and information literacy
- Take classes on campus and online

## DEGREE PROGRAMS

- Master in Sport Management (MSM)  
Concentrations: Sport Administration, Coaching Theory and Strategies
- High School Athletic Director  
Note: *Only available to N.J.-certified teachers*

**LEARN MORE: [FDU.EDU/SPORTMANAGEMENT](https://www.fdu.edu/sportmanagement)**



## LEARN FROM EXPERIENCED SPORT MANAGEMENT PROFESSIONALS

A mix of industry veterans and experts in the field, our Sport Management 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, sport policy, international sport business, organizational management and other related topics.

## PROGRAM REQUIREMENTS

The 36-credit MSM degree program requires you to complete five mandatory courses, which include a three-credit internship or individual job-related project, as well as seven courses of your choosing. The capstone course is Strategic Planning, Implementation and Evaluation and requires a thesis. In-person classes are held one night a week for 10 weeks. Online courses are completed in eight weeks.

## SAMPLE MSM COURSES

Coaching Leadership

Sports Risk Assessment

Financial Administration in Sports

Communications and Media Relations

Organizational Leadership and Team Development

Sport Management Research and Policy Analysis

Legal Issues in the Domestic and International Sports Industry

International Sport Management (Study Abroad Experience)

## 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?

### Florham Campus

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### Metropolitan Campus

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