

MASTER OF SCIENCE IN KINESIOLOGY (SPORT MANAGEMENT)

Web Site: <https://twu.edu/kinesiology/graduate-programs/sport-management/>

TWU's M.S. in Kinesiology with an emphasis in Sport Management was designed for students who want to lead and shape the future of sports. Our comprehensive curriculum combines the principles of sports marketing, sport communication, leadership, and research to equip students with the knowledge and skills needed to excel in this dynamic field. Graduates primarily work in collegiate and high school sports, recreational and wellness facilities, and not-for-profit sports organizations.

Marketable Skills

Defined by the Texas Higher Education Coordinating Board's 60x30 Strategic Plan (<https://reportcenter.highered.texas.gov/agency-publication/miscellaneous/the60x30-strategic-plan/>) as, "Those skills valued by employers that can be applied in a variety of work settings, including interpersonal, cognitive, and applied skills areas. These skills can be either primary or complementary to a major and are acquired by students through education, including curricular, co-curricular, and extracurricular activities."

1. Conduct needs assessments to determine the programmatic needs of sport and physical activity programs across amateur and professional settings.
2. Develop and implement high-quality, equitable, and fiscally responsible sports and physical activity programming across amateur and professional settings.
3. Develop and implement effective sports marketing and promotion strategies.
4. Develop the professional knowledge and skills necessary to lead event operations.

Admissions

All students must meet the University requirements as outlined in the Admission to the TWU Graduate School (<https://catalog.twu.edu/graduate/graduate-school/admission-graduate-school/>) section of the catalog.

The academic program may have additional admission criteria that must also be completed as outlined on the program's website.

Degree Requirements

Total Semester Credit Hours Required

36 semester credit hours (SCH).

Code	Title	SCHs
Kinesiology Core		
KINS 5023	Methods of Research	3
KINS 5033	Applied Statistical Principles	3
Sport Management Emphasis		

KINS 5403	Leadership Theory and Practice in Sport and the Health Sciences	3
KINS 5413	The Sport Industry	3
KINS 5423	Governance, Policy Development, and Ethics in Sport	3
KINS 5443	Sport for Development	3
KINS 5453	Financing the Sport Enterprise	3
KINS 5463	Legal Issues in Sport	3
KINS 5473	Sport Media and Marketing	3
KINS 5493	Sport Venue and Event Management	3
KINS 5723	Sport in American Society	3
Electives to replace courses above can be chosen in consultation with your advisor		
Culminating Experience		
KINS 5113	Professional Internship in Sport Management (Requires the completion of 350 hours of site work within the sports industry)	3

Total SCHs 36

SHPK Master's Program Policies

Culminating Experience

After completing 24 semester credit hours of required coursework (including core courses), School of Health Promotion and Kinesiology students are eligible to complete their culminating experience. Students in the Sport Management emphasis area must complete an internship in a sport management-related setting. Students are responsible for reviewing their emphasis area degree requirements, consulting with emphasis area faculty, and familiarizing themselves with the culminating experience information. Specific steps to complete the culminating experience option are located within the School of Health Promotion and Kinesiology (SHPK) Graduate Student Handbook.

Internship/Professional Affiliation

To complete an internship or professional affiliation, a master's student must enroll in a three-hour internship/professional affiliation course. A student may not register for the internship/professional affiliation course if final grade(s) for core course(s) are pending or if the student has an incomplete grade pending for any core course. Each master's student must contact their major professor to confirm eligibility and request approval to enroll in the internship/professional affiliation course.

The internship/professional affiliation site must be approved by the major professor and/or faculty member directing the internship/professional affiliation. The internship/professional affiliation must include at least 350 hours of site work for academic credit; however, the internship/professional affiliation site may require additional hours. Students must submit a log or logs of work hours completed and an evaluation of the internship/professional affiliation site. Students must also have the site supervisor submit two evaluations (midterm and final) to the internship/professional affiliation instructor.