

# MASTER OF SCIENCE IN KINESIOLOGY (SPORT MANAGEMENT)

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

TWU's Kinesiology degree emphasizing sport management was designed for the ultimate fan who wants to work in the sports field, whether it be in marketing, business or operations. The M.S. in Kinesiology (Sport Management) is offered 100% online and can be completed in just four semesters. Graduates work in sport-related industries, including professional, major and minor leagues; collegiate and high school sports; recreational and wellness facilities; not-for-profit sport organizations; amateur athletic associations; sport management and marketing firms; and event operations. Career options include administration, general management, communication, facility operations, legal, marketing, player operations, retail/licensing, and ticket operations and sales.

## Marketable Skills

Defined by the Texas Higher Education Coordinating Board's 60x30 Strategic Plan (<http://www.60x30tx.com/>) 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. Accurately apply knowledge to the betterment of the field of Kinesiology.
2. Assess needs in the Kinesiology field and recommend appropriate solutions.

## Admissions

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

This 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
<b>Kinesiology Core</b>		
KINS 5023	Methods of Research	3
KINS 5033	Applied Statistical Principles	3
<b>Sport Management Emphasis</b>		
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		
<b>Culminating Experience</b>		
KINS 5113	Professional Internship in Sport Management (Requires the completion of 350 hours of site work within the sports industry)	3
Total SCHs		36