

# MASTER OF SCIENCE IN KINESIOLOGY (SPORT MANAGEMENT)

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**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.