

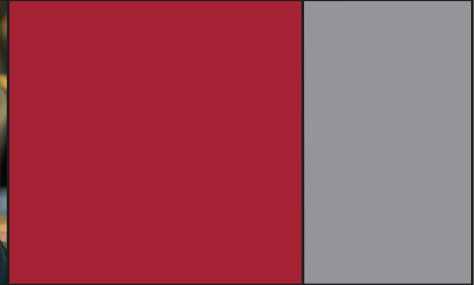
A man in a light-colored blazer and glasses stands in profile, looking at a tablet. He is positioned in front of a chain-link fence, with a blurred background of a sports field under a bright sky.

MASTER OF ARTS IN SPORT MANAGEMENT AND ADMINISTRATION

**IT'S THE TIME
TO BEGIN!**

The Master of Arts in Sports Management and Administration program focuses on Sports Management (Sport Business) and Sports Administration. This focus aids graduate students who wish to pursue career paths in the professional sports industry. These opportunities may include front office, marketing, sales, and partnership/sponsorship work for professional sports teams or sports organizations. Individuals may also want more traditional athletic administrative opportunities in high school & collegiate coaching, as athletic directors, or in governance and compliance work.





PROGRAM OFFERS

Master of Arts in Sport Management and Administration (MASMA)

6 WEEK
COURSES

GRADUATE
IN AS FEW AS
20 MONTHS

36
CREDIT
HOURS

COST PER
CREDIT HOUR
\$549

ONE NIGHT PER WEEK OR 100% ONLINE

ADMISSIONS PROCESS

Enrolling at SNU is a simple process.

STEP 1

Apply online at degrees.snu.edu

STEP 2

Complete your FAFSA at fafsa.gov

STEP 3

Send transcripts to SNU pgsadmissions@snu.edu



Scan to apply now!

FINANCIAL AID OPPORTUNITIES

Nothing should stand in your way now that you have decided to earn your degree. Our financial aid office is here to help you develop a plan for financing your education through scholarships, grants, and other forms of financial aid.

snu.edu/financial-aid

MILITARY/VETS

Whether you're looking to move up in the ranks or start a second career, we're here to serve you. Our Veterans Educational Transitions Success (VETS) Center can help you transition to campus life, provide career counseling, and connect you to community support. You will receive individualized assistance in accessing your benefits as well as educational support. We are here to help you grow in the ranks or transition to civilian life.

All of SNU's adult education programs are eligible to use with VA Educational Benefits. Our full-time staff at the VETS Center are here to help make the transition into education as seamless as possible.

Visit snu.edu/veterans to learn how our VETS Center can support you.

COURSES

The M.A. in Sport Management and Administration degree will prepare you for a variety of careers within the sporting industry. Whether you want to work as an administrator, program director, or in events and marketing, you will have a firm understanding of social issues, communications, management, law and more as they apply to athletics. Keep reading to learn more about what is covered in each course of this 36-credit-hour program.

Social Issues in Sport

Organizational Communication

Ethics in Sport Management

Professional Connections: Sport Analytics

Media Production for Sport Managers

Sport Marketing

Sport Finance

Sport Facility Planning and Management

Sport Organization, Leadership and Management

Human Resources Management and Administration

Sport Law

Sport Governance and Compliance



MASMA