

SCHOOL OF GRADUATE STUDIES

GRADUATE ADMISSIONS

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GRADUATE CERTIFICATE IN SPORT DEVELOPMENT AND MANAGEMENT

Combining sport industry expertise with innovative business acumen, Salem State University's Graduate Certificate in Sport Development and Management is designed to help you move into leadership positions at profit or non-profit sport, fitness, and leisure organizations. Fully online, this unique program expands and deepens professional knowledge of the strategic aspects of sport management, including finance, marketing, event, and facility management. This program also explores the industry's most systematic and progressive ways to develop sporting organizations and services. Students will:

- Learn how to create lifelong nurturing of participants for better performance, health, education and social harmony
- Examine how to connect physical education and recreation programs with competitive sport to offer participants healthy paths to excellence
- Discover industry best practices in sport management and athlete services

This program is taught by internationally known faculty with decades of experience coaching and managing university, national and professional teams and working as sport and recreation administrators and consultants to business leaders across the globe.

PROGRAM FEATURES

- 100 percent online
- 4 courses, 12 credits total
- One year to completion: 2 courses in fall, 2 courses in spring
- Accessible faculty with support offered via Skype, WhatsApp and Facebook messenger as well as in person

FALL CURRICULUM AND COURSE DESCRIPTIONS

SMS 706 Sport Development: Mass Participation and High Performance 3 credits

This course examines how U.S. and international sport managers, coaches and policy makers connect physical education and recreation programs with competitive sport to offer everyone healthy paths to sport excellence. Discussed are ways to organize and finance partnerships between mass and elite sport as well as develop facilities, competitions, personnel and participants at all levels.

SMS 708 Financial Aspects of Sport Industries 3 credits

This course provides an overview of financial function as a key part of a business strategy formulation, planning and implementation used by the sport, fitness and leisure organizations. Particular attention is given to economic theory and perspectives related to the sport industries; economic impact of events and venues; income sources; budgeting principles; and fiscal control.

OVER

SPRING CURRICULUM AND COURSE DESCRIPTIONS

SMS 707 Facility and Event Management in Sport Industries 3 credits

This course provides an understanding of the facility and event management principles and practices as integrated parts of the business development and management process used by the sport, fitness and leisure organizations. Areas of focus include facility design, funding, financial impact, trends, risk management, crowd management, and event planning, staffing, and organization.

SMS 709 Marketing and Public Relations in Sport Industries 3 credits

This course examines a conceptual framework for strategic management of various aspects of marketing and public relations within sport industries. Explored will be the processes of researching, analyzing and segmenting markets as well as developing, positioning, pricing, placing, and promoting sport products and services, particularly through sponsorships integrated with other forms of communication.

CAREERS

According to the US Bureau of Labor Statistics, the sport, fitness and recreation management fields are growing at above average rate.* Most recently 500 surveyed US coaches and administrators from different sports indicated that their future success depends on deeper program and athlete development education. According to PricewaterhouseCoopers and statista.com, sport revenues globally are on an upward path.** In particular, sport markets in Brazil, Russia, India, China and the Middle East continue to grow, offering scope for the development of new commercial opportunities in these territories.

*source: Bureau of Labor Statistics, U.S. Department of Labor, *Occupational Outlook Handbook, 2016-17 Edition*, Recreation Workers, on the Internet at bls.gov/ooh/personal-care-and-service/recreation-workers.htm (visited October 7, 2016)

**source: Statista, Inc. statista.com/statistics/370560/worldwide-sports-market-revenue/ (visited October 7, 2016)

RELATED PROGRAMS

Master of Business Administration

ADMISSIONS REQUIREMENTS

Rolling admissions, spring or fall start dates. Bachelor's degree required. Visit salemstate.edu/graduate/admissions for full application details.