

MASTER OF SCIENCE IN SPORT MANAGEMENT

Succeed in the Sport Industry
with Business Know-How



Western
Carolina
UNIVERSITY

College of Business

Succeed in the Sport Industry with Business Know-How by Earning a Master of Science in Sport Management

The Master of Science in Sport Management (MSSM) is a fully online degree program at Western Carolina University that offers the opportunity to pursue a thriving career in the business management side of sports, and includes a [Graduate Certificate in Project Management](#).

Our degree is designed to provide the knowledge and skills necessary to understand the business of sports, whether you are already working in the sport industry or looking to pivot into a new career.

You'll learn how to administer programs, manage people and organizations, and plan and execute special and ongoing projects.

Graduates from the M.S. in Sport Management program move on to work in leadership roles in professional sports, intercollegiate athletics, high school and youth sports, events and facilities management, marketing, ticketing, and sponsorship sales and activation.



Highlights



Earn your degree in as little as 12 months



WCU offers some of the lowest tuition rates in North Carolina



Full-time or part-time enrollment



AACSB
ACCREDITED

Part of the 6% of universities accredited by AACSB



Fully online degree



Simultaneously earn a Graduate Certificate in Project Management

What You'll Learn

The 30 credit hour curriculum includes courses in Sport Administration and Governance, Economics and Financial Aspects of Sport, Sport Media, and more. In addition, we cover topics related to program administration, managing people and organizations, marketing, and planning and executing special and ongoing projects.

You will learn from the best. All our Sport Management faculty are accomplished professors who also have professional experience working in the sport industry and skillfully bring their knowledge and expertise directly into the (virtual) classroom.



To begin your application, visit gradapply.wcu.edu
Contact an admissions officer at (828)227-7398
or send us an email to grad@wcu.edu if you have any questions.

WHAT CAN YOU DO WITH THIS DEGREE?

The sports market in North America and around the world has grown at an unprecedented scale and continues its upward trajectory. This has translated to a steady increase in available jobs, particularly focused on the business side of this expanding industry.*

*GlobeNewswire, Business Wire

The M.S. in Sport Management Prepares Graduates for Job Opportunities in:

- Intercollegiate Administration
- Interscholastic Administration
- Sport Media and Communications
- Sport Marketing
- Sponsorship Sales and Activation
- Ticketing
- Sport Event Management
- Sport Facility Management
- Project Management
- Market Research
- and more

Students can pursue internships during the program, gaining the experience needed to move up in their career.

CERTIFICATE IN PROJECT MANAGEMENT

Stand Out From the Crowd

A successful business career in sports requires a variety of skills related to project management, which is why we've made it possible for you to earn a [Graduate Certificate in Project Management](#) alongside your M.S. in Sport Management degree. Our business-focused curriculum gives students the tools to stand out from the crowd.

WCU's Graduate Certificate in Project Management is comprised of the following online courses:

- **PMC 610: Project Initiation and Planning**

- **PMC 620: Project Execution and Closeout**

- **PMC 630: The Project Manager and People Skills**

- **PMC 640: Managing Project Teams**



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WHAT OUR ALUMNI HAVE TO SAY ABOUT THE PROGRAM



Alumnus Testimonial

Having the flexibility to work full-time and also pursue my Master's degree online was a great opportunity. The combination of the Project Management Certificate interested me as I was overseeing projects in the Athletic Department. I was simultaneously learning in the "classroom" and in the field. I was surrounded by several mentors who encouraged me to continue my education, and although it added coursework to an already busy athletic schedule, it was good to know it's never too late to learn and improve.

Rory Jimerson, MSSM Alumnus

Alumnus Testimonial

The MSSM program at WCU provided me with the perfect opportunity to transition from a corporate environment to the sports industry. The excellent faculty in the program guided the students through the educational process empowering us with the knowledge to succeed. Currently, I am the Senior Director of Operations for the North Carolina Football Club. I highly recommend this program for those looking to get an introduction or build on your existing experience in the sports industry.

Frank Fitzgerald, MSSM Alumnus



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PROGRAM REQUIREMENTS

Prospective graduate students must hold a bachelor's degree from a regionally accredited college or university. While not required, applicants who wish to strengthen their applications may submit GRE or GMAT scores.

The M.S. in Sport Management is 100% online, requires 30 credit hours of completed coursework, and includes a Certificate in Project Management. During the program, students can complete an internship or a capstone project.

Master of Science in Sport Management Courses (30 credit hours)

- **SM 615: Critical Issues in Sport**

- **SM 620: Sport Administration & Governance**

- **SM 630: Economics & Financial Aspects of Sport**

- **SM 640: Sport Marketing**

- **SM 676: Strategic Sport Communication**

- **PMC 610: Project Initiation and Planning**

- **PMC 620: Project Execution and Closeout**

- **PMC 630: The Project Manager and People Skills**

- **PMC 640: Managing Project Teams**

- **SM 684: Sport Management Capstone***

*SM 684 is offered every semester but should only be completed once during the program after at least 6 hours of coursework. Students will either complete an internship or capstone project.



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ADMISSION REQUIREMENTS



Prospective graduate students must hold an undergraduate degree from a regionally accredited college or university

Required application materials:



Official college/
university
transcripts
(3.0 GPA
recommended)



Resume



A 500 word essay including professional aspirations and a discussion of a current issue in the sport management field related to applicant's career goals. Cite research used to support your response using APA format



Two letters of
recommendation



While not required, applicants who wish to strengthen their applications may submit GRE or GMAT scores

Application Deadlines: Aug. 1, Dec. 15

How to Apply

Applicants can [apply online](#) through the Graduate School at WCU.

Additional Admissions Information

Please visit the [MSSM program page](#) to get the most up-to-date admissions information by following these links:

- [Application Deadlines](#)
- [Admissions Requirements](#)
- [Attend an Upcoming Virtual Open House](#)



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AFFORDABLE PAYMENT OPTIONS TO FIT YOUR BUDGET

Financial Assistance and Tuition Rates

With some of the most competitive graduate tuition rates in North Carolina, we keep affordability and accessibility a priority. We make it easy for you to elevate your career prospects while seizing the opportunity to earn an affordable degree.

View our [tuition and fee](#) rates online. Look for the “graduate business” category (students using military benefits may get special rates, listed under the “military graduate business” category).

Federal student loans are available by applying through [FAFSA.gov](#), and the university offers a payment plan. Be sure to list WCU’s school code (002981). The WCU FAFSA priority filing date is January 1 for the following Fall semester.

Scholarships are available to all students, with a university-wide application deadline of February 1, and a College of Business graduate scholarship deadline of June 30, for the upcoming academic year. To learn more about scholarships and how to apply, visit our [scholarships webpage](#).

International Applicants

As a fully online program, we welcome candidates from around the world to study from their home countries. International applications are evaluated based upon English language proficiency and prior coursework / degree equivalencies.

Approved transcript evaluation agencies and more information on international applicant requirements are available by visiting [internationalgrad.wcu.edu](#).



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WHAT CAN WCU OFFER YOU AND YOUR FUTURE?

Tucked away in the mountains of western North Carolina, WCU is a close-knit community of faculty and students working together to build a global network. With more than 11,500 students attending Cullowhee, Asheville, and online programs, WCU offers a large network of students and alumni locally and across the country (and around the world!) to leverage for future networking opportunities.

WCU has more than 120 undergraduate majors and concentrations and more than 40 graduate programs focusing on high-demand degrees, including various programs in business, engineering, science, healthcare, education, humanities, and the arts.

WCU's College of Business Graduate Programs provide a diverse range of graduate degrees and certificates for recent graduates and working professionals. We focus on developing the relevant skills, experience, and leadership acumen needed to advance in an increasingly competitive global economy.

Relationships Matter to Us

WCU College of Business faculty value one-on-one relationships with students, supporting them throughout their graduate experience and continuing to offer mentorship after the graduation caps have been thrown and tassels turned to the other side.

Our professors share deep business wisdom and offer a rich experience to empower students in their careers now and well into the future. We aim to foster lasting relationships with alumni and local businesses to keep our community thriving together.

Why Enroll at WCU College of Business?

Our accredited and devoted faculty are the #1 reason students love their graduate experience at WCU.

Our programs are built around deeply engaged faculty who not only have years of experience as educators but are also leaders in their respective fields, bringing their diverse knowledge directly into each classroom.

We believe education should be accessible and affordable for anyone dedicated and willing to learn. WCU offers students an affordable, high-quality education that carries all the prestige of the UNC system.



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World-Class Faculty

More than 94% of the faculty members in the College of Business hold doctoral degrees representing 38 different universities. Beyond the classroom, senior faculty members publish research, work in public service, and provide private consulting. Faculty members are also active in professional organizations and serve as editors for professional and academic journals.

Real-World Education and Experience

Our programs offer an immersive learning environment with a proven and collaborative approach that mirrors the demands of dynamic business environments. We focus on expanding critical thinking, decision-making, and problem-solving skills so you can leave the program feeling confident in your next career move. You will emerge personally and professionally empowered to pursue a career as an entrepreneur, thought leader, or star employee.

Flexibility

Whether you are a working professional looking to move up the ranks in your field, or a recent undergraduate who wants an educational advantage as you enter the workforce, our programs are designed for your individual needs.

Accreditations

Western Carolina University is accredited by the Southern Association of Colleges and Schools Commission on Colleges (SACSCOC) to award Baccalaureate, Master’s, and Doctorate Degrees.

WCU’s College of Business is accredited by the Association to Advance Collegiate Schools of Business (AACSB), the premier global accrediting agency for business programs. Less than 6% of business schools have AACSB accreditation for their graduate and undergraduate programs.



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