

COMMONWEALTH UNIVERSITY

GRADUATE HANDBOOK

Master of Science in
Sport Management
2025-2026



COMMONWEALTH UNIVERSITY OF PA

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Commonwealth University – The Power of Three Bloomsburg, Lock Haven and Mansfield

COMMON GROUND

Nestled on a hill overlooking town, along a winding river, or high in the endless mountains, our scenic campuses are as distinct as they are beautiful. Yet each offers a vibrant home away from home where you'll thrive in a welcoming, inclusive community designed to support your success while you pursue your goals and take on new challenges. Explore student life at each of our campuses!

❖ **Bloomsburg**

- ❖ At Bloomsburg, we believe opportunity belongs to those ready to work for it and unafraid to do something great with it. You'll benefit from a high-quality, financially responsible degree option that gives you a faster route to independence, with more than \$9 million in scholarships awarded each year. There's never been a better time to be a Husky!

❖ **Lock Haven**

- ❖ Lock Haven prepares you to confidently enter the 21st-century workforce or advance your education following graduation. Here, our experience-based learning approach is rooted in our small personalized classes where faculty know your name, and will prepare you for a lifetime of achievement. We pride ourselves in offering our students a high-quality education at some of the lowest tuition rates in Pennsylvania. Join the Haven Family!

❖ **Mansfield**

- ❖ Mounties climb high! Mansfield is known for its academic quality, close-knit community, and beautiful setting. Get to know your professors and peers on a personal level, building relationships that will last throughout your life and career. Choose the kind of campus where you can find your voice, and follow your greatest passions. Gain real-world experience, conduct research projects alongside faculty mentors, travel and study abroad, and develop lifelong learning skills. Your next adventure starts here!

Our Mission: Commonwealth University offers an excellent and affordable education characterized by a strong foundation in liberal arts and sciences for all students, majors in the arts and sciences, and a special emphasis on professional programs. All programs are enhanced with real world experiences and co-curricular activities that enable students to realize their full potential. In close personal interactions with faculty who are passionate about teaching, students are challenged to develop their minds and skills in order to be responsible citizens and to succeed in a global and technologically advanced society.

Master of Science Sport Management

The Program

The Master of Science (M.S.) in Sport Management provides advanced preparation for those who love sports and wish to pursue sport-related careers. Graduates of the Sport Management and International Sport Management tracks are prepared for careers ranging from marketing, sales and sponsorship, to event planning and facility management in professional, amateur, educational and community sport settings.

The program can be completed in one year for students enrolled full-time.

Two Tracks:

- Sport Management
- International Sport Management

Professional Preparation:

The Master of Science in Sport Management program offers advanced preparation for the professions of:

- Athlete Development and Support
- Athletic Administration
- Athletic Compliance
- Coaching
- Community Relations
- Event Coordinator/Manager
- Facility Management
- Sport Finance
- Sport Marketing and Promotion
- Sport Sales and Sponsorship

Program Objectives:

Upon completion of the Master of Science in Sport Management program, a student will be better prepared to:

- Formulate strong understanding of research methods and the foundations underlying sport and sport management including historical roots, social issues, and evolution of the field.
- Dissect and synthesize research to develop a full comprehension of current knowledge base and design related investigations.
- Evaluate the influence of key social institutions (gender, race, social class) on sport management, and to integrate these factors in one's professional work.
- Interpret philosophical principles and assess ethical issues related to sport; articulate a personal philosophy regarding social responsibility in sport.
- Classify hierarchies in sport organizations and model how to resolve conflicts between competing parties through effective leadership and personnel management.
- Manage sport events including planning, evaluating, marketing and public relations.
- Create the vision and goals, including financial, of an organization and successfully convey and gain commitment to them.
- Demonstrate knowledge of legal issues relevant to sport organizations including sport personnel and the ability to determine appropriate solutions to legal problems.

On-line Delivery:



100% on-line, web-based delivery enables working adults the flexibility to progress through the program on a part-time basis, at a reasonable pace, without interrupting their career. The program will also accommodate traditional and non-traditional students to attend on a full-time or part-time basis. No campus visits or on-campus residencies are required.

Our web-based delivery is designed to maximize the efficient use of technology for on-line teaching and learning, while maintaining a personal, one-to-one mentoring and supervision relationship with degree candidates.

The web-based on-line format takes advantage of leading-edge technology to deliver the curriculum. Streaming audio and video, threaded discussion, journaling, real-time chat discussions, document sharing, and other instructional methods make it possible to create active and engaged learning communities. In addition to the individual work, group work is accomplished in the on-line environment through document sharing, e-mail, threaded discussion, and other capabilities.

Visit our website to Test Drive the on-line format:

<https://www.lockhaven.edu/admissions/graduate>

Curriculum

Course Descriptions:

SPMG530: Research Methods in Sport Management

[Minimum Semester Hours: 3 sh; Maximum Semester Hours: 3 sh]

An application of historical, descriptive, and experimental research strategies and designs to sport and physical activity. This course prepared graduate students to design, conduct and report research. Emphasis is placed upon planning research, utilizing research methods, and interpreting resulting.

Prerequisite: None

Corequisite: None

SPMG531: Sport in American Culture

[Minimum Semester Hours: 3 sh; Maximum Semester Hours: 3 sh]

Examines the sociocultural environment in which sport exists, including detailed evaluation of the impact of such issues as gender, race, media, social stratification, ethnicity, mass media and commercialization, politics, and leadership from historical and contemporary sociocultural perspectives. Focuses on American cultural ideologies throughout history and their interplay with both amateur and professional sport.

Prerequisite: None

Corequisite: None

SPMG532: Ethics in Sport

[Minimum Semester Hours: 3 sh; Maximum Semester Hours: 3 sh]

An advanced interpretation of moral issues in sport examining the meaning and significance of values and ethics issues in sport, including ethical decision-making, towards the formulation of a professional philosophical and ethical background of sport, and to cultivate written communication skills.

Prerequisite: None

Corequisite: None

SPMG545: Seminar in Sport Management

[Minimum Semester Hours: 3 sh; Maximum Semester Hours: 3 sh]

An intensive seminar approach to the study of sport science. The course will address contemporary issues and emerging trends in sport science and examine their historical and cultural significance. Specific topics will vary and may be repeated if topic under study is different.

Prerequisite: None

Corequisite: None

SPMG550: Leadership in Sport Organization

[Minimum Semester Hours: 3 sh; Maximum Semester Hours: 3 sh]

Interpret effective management proactive including policy development, human resource management, negotiation, resource allocation, labor relations and conflict resolution bases on analysis of current organizational leadership theory. Focus on the successful development and implementation of organizational goals through use of existing research and student event management.

Prerequisite: None

Corequisite: None

SPMG551: Financial Management in Sport

[Minimum Semester Hours: 3 sh; Maximum Semester Hours: 3 sh]

Evaluates the financial aspects of sport including traditional and innovative revenue producing strategies available to sport organizations. Topics include financial challenges at diverse levels, facility financing, public subsidization and support, budgeting, and economic impact analysis.

Prerequisite: None

Corequisite: None

SPMG552: Marketing and Public Relations in Sport

[Minimum Semester Hours: 3 sh; Maximum Semester Hours: 3 sh]

Designed to evaluate the marketing and public relations strategies used by sport organizations to increase brand awareness, brand/fan loyalty, and brand/fan identification.

Prerequisite: None

Corequisite: None

SPMG553: Legal and Policy Issues in Sport

[Minimum Semester Hours: 3 sh; Maximum Semester Hours: 3 sh]

An evaluation of law and policy as they relate to the specific domain of sport. The course will interpret existing legal precedents and current federal, state and local policies that influence contemporary sport management. Specific topics include contracts, torts, Title IX, the Americans with Disabilities Act, civil rights policy, and constitutional law. This course will evaluate the relevance of court cases and existing policy for sport managers.

Prerequisite: None

Corequisite: None

SPMG554: The Global Soccer Industry

[Minimum Semester Hours: 3 sh; Maximum Semester Hours: 3 sh]

Provides management and sport science students with an in depth understanding of the organization, administration, marketing, sponsorship, law, and policy issues in international soccer with particular reference to the major soccer leagues such as the Premier League (England), La Liga (Spain), Serie A (Italy), Bundesliga (Germany), the European Champions League, and major governing bodies such as FIFA and UEFA. The interface with Major League Soccer (MLS) in the United States and the global soccer industry also will be explored.

Prerequisite: None

Corequisite: None

SPMG555: International Sport Organization

[Minimum Semester Hours: 3 sh; Maximum Semester Hours: 3 sh]

An exploration of sport organization and governance in the international context with a focus on international federations, professional leagues, and comparative analyses of governmental sporting policies. Students will explore the roles of imperialism and globalization on international development since the late nineteenth century. Students will examine the place of sport and international events such as the Olympics and World Cup within this context.

Prerequisite: None

Corequisite: None

SPMG556: Sport in the Global Marketplace

[Minimum Semester Hours: 3 sh; Maximum Semester Hours: 3 sh]

An exploration of the international sport business including the production and consumption of professional and Olympic sports and the impact of globalization on sport. Themes explored include globalization, commercialization, marketing, comparative sport models of participation and spectating, immersive fan experience, and internationalization of sport brands.

Prerequisite: None

Corequisite: None

SPMG558: Capstone in Sport Management

[Minimum Semester Hours: 3 sh; Maximum Semester Hours: 3 sh]

Facilitates the design, development, and implementation of a capstone project in sport science.

Students are required to conduct a comprehensive synthesis of the literature on an approved topic in sport science and complete either a research, strategic management, or policy project.

Prerequisite: None

Corequisite: None

SPMG597: Advanced Field Experience

[Minimum Semester Hours: 3 sh; Maximum Semester Hours: 3 sh]

An emphasis on the development of practical, on-the-job skills and experience through work with sponsoring entity under the supervision of an approved mentor in an area related to sport administration. The Advanced Field Experience is demanding of the student's skills and abilities and requires an advanced degree of preparation, initiative, and responsibility to be completed successfully and, as such, is considered a culminating experience.

Prerequisite: None

Corequisite: None

Capstone Project:

Students in the Sport Management track may conduct a research capstone. If not completing Advanced Field Experience (SPMG597), those in the Sport Management or International Sport Management track may choose between a research capstone or a policy capstone. In a research capstone, students will design and conduct independent research. When this research includes human participants (surveys, interviews, group interviews), you will need to complete the Institutional Review Board (IRB) process. It is possible that you conduct research without involving human subjects (archival or public data) and will not require IRB. In a policy capstone, students may critically examine an existing policy (ADA, Title IX, NCAA policies, etc.) or consider the development of a new policy where one does not already exist but is needed. As with the research capstone, a policy project may not require IRB approval.

Examples of research projects students have completed include:

- Examination of the leadership styles of assistant coaches on group cohesion
- Frequency and contribution factors of burnout among high school athletes
- Development of girls wrestling as an officially sanctioned high school sport
- Effectiveness of special feature promotions on game day attendance in MLB
- Role of female mentors in the career development of female athletic directors
- Mental toughness and gender of both coaches and athletes
- Examination of racial discrimination in the hiring of collegiate and professional football coaches

Examples of policy projects students have completed include:

- Establishment of a workplace emergency response protocol (where non-previously existed)
- Assessment of the new NCAA penalty for a sportive drug-test for marijuana
- Assessment of the impact of Title IX on female athletic trainers
- Establishment of a mental health referral policy for NCAA athletes
- Revision of the weigh-in procedures for sprint football

The Capstone is considered a culminating experience. Students should consult with their Capstone faculty advisor for more information, including but not limited to roles and responsibilities, capstone topic ideas, and rubrics for capstone proposal and project evaluation.

SPORT MANAGEMENT PROGRAM GRADUATE FACULTY

Currently, all faculty members are responsible for the Master of Science in the Sport Management Program. All members of the faculty possess years of experience in both the field and education, and continue to work within the industry via research, partnerships, and/or service.

Dr. Lam Nguyen, Management Department Chair

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Professor Lam Nguyen, D. Mgt. is tenured Full Professor and Chair of the Department of Management and Co-Director of the Global Business Institute at the Commonwealth University of Pennsylvania. He is also a Research Fellow at the University of Economics, Ho Chi Minh City in Vietnam. Dr. Nguyen received his Doctor of Management degree and his MBA degree with an emphasis in International Business from Webster University. Dr. Nguyen has been on the editorial board and served as a Guest Editor of Special Issue in high quality refereed journals such as the International Journal of Public Administration. He has served as a Visiting Professor at Webster University Thailand and at the University of Economics, Ho Chi Minh City. Dr. Nguyen possesses a solid practitioner experience including various managerial and leadership positions he held in Vietnam and in the U.S. He has extensive teaching experience at both undergraduate and graduate levels including Executive MBA in the areas of Strategy, Leadership, Ethics, HRM, and International Business. Dr. Nguyen has published numerous articles in high quality refereed journals and proceedings, including Asia Pacific Business Review, Leadership & Organizational Development Journal, Journal of Management Development, and others. His area of interest are leadership, ethics, strategic management, entrepreneurship, public administration, and cross cultural management.

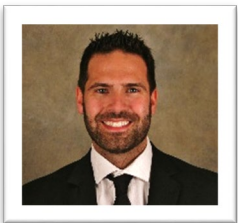


Professor Peter Campbell, Assistant Chair

Phone: 570-484-2114

Email: pcampbel@commonwealthu.edu

Professor Peter Campbell is originally from Larne, Northern Ireland. He earned a Bachelor of Science degree in Management Information Systems from Gannon University in Erie, PA, in 1992, and a Juris Doctorate from the Cleveland Marshall College of Law in 1995. Mr. Campbell was admitted to the Ohio Bar in 1995 and is currently licensed to practice law in that State. He has extensive coaching experience at the youth, high school, and collegiate level. He has served on the National Soccer Coaches Athletic Association (NSCAA) national committee and Chaired the Northeast Regional Committee. He also has vast administrative experience at the youth and collegiate level expanding over the past twenty years. He has served on various conference and NCAA administrative committees, including two terms as chair of the NCAA Division II women's Soccer Championship Committee (2006-2008), and the organization-wide NCAA Soccer Rules Committee (2012-2016). Mr. Campbell currently teaches in the undergraduate and graduate Sport Management programs at Commonwealth University.



Dr. Dain TePoel, Graduate Program Coordinator, Faculty

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Dr. Dain TePoel is originally from Rochester, Minnesota, approximately 70 miles southeast of Minneapolis/St. Paul. In 2018, he earned his Ph.D. in American Studies (Sport Studies) from the University of Iowa. He graduated from Ohio State University in 2012 with an M.A. in Sport Humanities. His research examines the intersections of sport with media, culture, the environment, and social movements. His work has appeared in *Sport in Society*, *Journal of Sport History*, *The International Journal of the History of Sport*, *Sport History Review*, and *NINE: A Journal of Baseball History and Culture*. Previously he worked with the St. Paul Saints Baseball Club and the Minnesota Timberwolves.

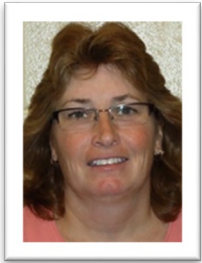


Dr. Richard Lally, Faculty

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Email: rlally@commonwealthu.edu

Dr. Richard Lally is from Boston, MA. He received his Bachelor's degree in Political Science from Providence College and his doctorate in Sport Philosophy from The Pennsylvania State University. Previously he taught at East Stroudsburg University. He is a triathlete (swimmer, biker and runner). Dr. Lally teaches courses related to philosophy, ethics and law in sport.



Professor Bridget Roun, Field Experience Coordinator, Faculty

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Professor Bridget Roun is originally from Williamstown, NJ. She earned a Bachelor's degree in Health and Physical Education from Trenton State College in Trenton, NJ in 1985, a Master's degree in Physical Education from West Chester University in 1987 and a Master's degree in Exercise and Sport Sciences with a concentration in Sport Psychology from Ithaca College in 2006. She served as the Head Lacrosse Coach and Assistant Field Hockey Coach at Lock Haven University for nine years. As an athlete and coach, she won six NCAA Division III National Championships in Field Hockey and one in Lacrosse. In addition to teaching, Bridget Roun is a sport performance consultant and works with the Lock Haven University Football team. She teaches undergraduate courses such as Psychology of Coaching, Sport and Society, and Sport Management and Community Relation. In her spare time, she enjoys traveling.



Dr. Julie Lammel, Faculty

Phone: 570-484-2826

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Dr. Julie Lammel earned her bachelor's in Education from the University of Nebraska-Lincoln, a master's degree in Leisure Studies from The Pennsylvania State University, and a Ph.D. in Leisure Studies from The Pennsylvania State University. Her areas of expertise include Therapeutic Recreation, Traumatic Brain Injury and Spinal Cord Injury Rehabilitation, Coping and Adjustment, and Wellness and Quality of Life.



Dr. Kimberly Batty, Faculty

Phone: 570-484-3092

Email: kbatty@commonwealthu.edu

Dr. Kimberly Batty earned her Ph.D. in Work Force Education and Development from The Pennsylvania State University. Her areas of expertise include recreation program planning and student internship constraints. The courses that she most commonly teaches are Introduction to Recreation and Leisure, Program Planning and Design in Recreation, Special Event and Convention Center Management, Commercial Recreation, and Assessment, Evaluation, and Research in Recreation.

Clerical Department for Sport Management



Clerical Assistant ZCOB
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Clerical Assistant ZCOB
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Program Design

Working with Faculty Advisors:

All students in the Graduate Program will have an assigned faculty advisor. Regular contact with the faculty advisor is essential for the student's smooth progression through the program. Among other tasks, the faculty advisor will help explore career options; complete an advising sheet, facilitate processing of routine forms, facilitate progress in meeting program requirements, and assist with field experience placement or Capstone project. Further, students and advisors should discuss important dates and the timeline of when certain items are due.

It is the student's responsibility to maintain open and consistent communication with their assigned faculty advisor. To make contact with the faculty advisor most productive, the student should be prepared for advising meetings.

After admission, each student is assigned a faculty advisor. Occasionally, during the course of one's studies, one may wish to change faculty advisors. To change advisors, the student must request a change of advisor in writing to the Program Coordinator. The Program Coordinator in consultation with the student will determine the appropriate faculty advisor to assist the student with their graduate studies.

Course of Study:

See semester schedule of courses to know what courses are offered each semester. Projected course sequence tables per track are located at the end of the handbook.

As educational goals or career plans change, it may be necessary to modify a student's course of study. Changes must have advisor approval. A scheduled plan for completion of the M.S. in Sport Management tracks have been designed to ensure full-time students can complete their programs in an orderly and efficient manner. Full-time Master's degree students are advised to adhere to their curricular schedule as closely as possible to avoid graduation delay. Part-time students should work closely with their advisor to avoid problems in course sequencing which could delay graduation.

Transfer of Coursework:

Students can transfer up to six credits into the graduate program. To have courses evaluated, please submit a Transfer Approval Request. <https://commonwealthu.edu/transfer>

Professional Organizations

There are several valuable sport management programs that provide additional educational, professional development and networking opportunities. Students are strongly encouraged to become members or attend conferences, proceedings, workshops, etc. provided by these organizations. The list is not exhaustive but does provide the majority of organizations that align with our program.

- North American Society of Sport Management (www.nassm.org)
- National Association of College Directors of Athletics (www.nacda.com)
- National Collegiate Athletic Association (www.ncaa.org)
- National Federation of State High School Associations (www.nfhs.org)
- Pennsylvania State Athletic Conference (www.psacsports.org)
- Pennsylvania State Athletic Directors Association (www.psada.org)
- Sport Marketing Association (www.sportmarketingassociation.com)
- North American Society for the Sociology of Sport (www.nasss.org)
- North American Society for Sport History (www.nassh.org)

Academic Regulations

Academic Standing:

To remain in good standing graduate students must maintain at least a 3.0 GPA. Probation, suspension, and dismissal policies will be University-based and are not part of this manual.

Course Repeat Policy:

The University will employ a common standard for individual course repeats as outlined below:

- Graduate students can repeat a single course for grade improvement only once.
- Graduate students will be limited to a maximum total of two repeats across the program.
- The most recent grade (regardless of whether it is higher or lower) will be the grade used for the GPA calculation.

Graduate Tuition and Fees:

For Tuition and Fee information please visit: <http://lockhaven.edu/cost/graduate.html>

Federal Student Aid:

- To apply for federal aid programs (i.e. Federal Stafford Loan, Federal Perkins Loan, and Federal Work Study), student complete a Free Application for Federal Student Aid

(FAFSA). The FAFSA may be completed on-line at: <https://studentaid.gov/h/apply-for-aid/fafsa>. The Lock Haven University Federal School Code is 003323.

Students interested in federal financial aid should complete and submit the FAFSA as early as possible. Financial aid awards will not be determined until after students are officially accepted into a graduate program.

Graduate Assistantship

Each year a limited number of graduate assistantships are available. A graduate assistantship may be half-time or quarter-time.

Qualifications:

The student must be:

- Unconditionally admitted to graduate study (minimum GPA of 3.0 in the undergraduate degree or having completed 9 graduate credits and received a 3.0 or better).
- Enrolled full-time (i.e. 9 semester hours of graduate work).
- Remain in good academic standing (GPA of 3.0 or higher)

Description:

For additional information on graduate assistantships at the university please review the materials at the following link:

<https://commonwealthu.edu/graduate-assistant-positions>

Undergraduate Enrollment

Undergraduate students meeting the following criteria may enroll in graduate courses for graduate credits.

The student must be:

- Junior standing;
- Have a 3.0 GPA or higher;
- Accepted into one of our Accelerated Programs:
 - Accelerated BS in Sport Management to MS in Sport Management, Sport Management Track
 - Accelerated BS Sport Management - MS in Sport Management International Sport Management Track
- Undergraduate students can take up to 12 graduate credits and have those credits count towards both their undergraduate and graduate degrees.

Procedures for Application

Application:

Please apply by submitting the completed form found here:

https://apply.commonwealthu.edu/portal/app_mgmt

Admission Process:

To complete the admission process, applicants must submit the following within the portal of the online application:

- Complete the online application at https://apply.commonwealthu.edu/portal/app_mgmt
- All official college transcripts
- Three letters of recommendation from academic and/or professional references
- A 1–2-page statement of professional goals

Online Application Instructions:

- This section provides information that will assist graduate candidates in completing the online graduate application. Please consider reviewing and printing this information prior to completing the application.
- This is a secure site. Your information will remain protected.

Open Screen:

- Master of Science candidates must select the Online Degree option under the mode heading.
- After entering your Birth Date, Social Security Number, and selecting the appropriate mode, click the continue button.

Contract, Profile, and Enrollment Information:

- Enter all contact information including, Name, Permanent Address, Local Address (if different from your Permanent Address), E-mail, Profile, and Enrollment Information.
- NOTE: The e-mail and phone numbers entered will be used by graduate admissions to communicate your progress in the admissions process. Please provide an email address that you most often use and a phone number that you can be reached during daytime hours.

Enrollment Information:

Graduate Students can apply only during one of the following three sessions:

- Fall
- Spring, or
- Summer

- Graduate candidates must select the main campus location.
- After completing all information, click on the Save the Partial Application button, and the application will save and reset to the top of the page.
- Click on the Education tab (top left) to enter your education information.

Education Section:

- Do not include High School information.
- Click on the Add College button.
- Enter information about the undergraduate institution at which you received your degree.
- If you completed graduate credits, or an entire graduate degree enter this information also.
- When adding school information, carefully follow the instructions written in red and your school information will automatically populate the appropriate fields.
- Do not submit information about extracurricular activities.
- Upon completion of this section click on the Back button and you will return to the contact information screen. Scroll to the bottom of the page click on the Save Partial Application button and then click on the Next Section button.
- Certification of Information Accuracy:
A Windows Internet Explorer Pop-Up Window will appear. Click OK.
- After certifying that the information you provided was correct, you will be directed to a secure electronic payment website.

Electronic Payment Form:

- At this time, you will be asked to pay a \$25 non-refundable application fee. Your credit card, billing, and contact information will be requested. Once the form is complete select "Submit Payment". You will receive a confirmation notice stating that your application has been successfully submitted. Print a copy of this form for your records.
- Your application has now been submitted and you can exit the online application.
- The Office of Graduate Admissions will follow up with new applicants within two business days. If you have questions regarding the application or the admissions process, feel free to call 570-484-2027 or email: gradadmissions@commonwealthu.edu

Program Curriculum

The Master of Science in Sport Management program is a 30-credit online degree program with tracks in Sport Management and International Sport Management. The program includes a shared core as well as separate classes for each track. Note that Advanced Field Experience (597) and the Capstone Project (558) are culminating experiences. Students should have all other course work completed prior to enrolling in either course.

Sport Management	International Sport Management
<p>Core (9 Credits)</p> <p>SPMG530: Research Methods in Sport Management SPMG531: Sport in American Culture SPMG532: Ethics in Sport</p> <p>Required (15-18 credits)</p> <p>SPMG550: Leadership in Sport Organization SPMG551: Financial Management in Sport SPMG552: Marketing and Public Relations in Sport SPMG553: Legal and Policy Issues in Sport SPMG597: Advanced Field Experience (6 credits) OR SPMG558: Capstone in Sport Management</p> <p>Electives (3-6 credits)</p> <p>SPMG545: Seminar in Sport Management SPMG554: The Global Soccer Industry SPMG555: International Sport Organization SPMG556: Sport in the Global Marketplace</p>	<p>Core (9 Credits)</p> <p>SPMG530: Research Methods in Sport Management SPMG556: Sport in the Global Marketplace SPMG532: Ethics in Sport</p> <p>Required (15-18 credits)</p> <p>SPMG551: Financial Management in Sport SPMG552: Marketing and Public Relations in Sport SPMG554: The Global Soccer Industry SPMG555: International Sport Organization SPMG597: Advanced Field Experience (6 credits) OR SPMG558: Capstone in Sport Management</p> <p>Electives (3-6 credits)</p> <p>SPMG531: Sport in American Culture SPMG545: Seminar in Sport Management SPMG550: Leadership in Sport Organizations SPMG553: Legal and Policy Issues in Sport</p>

Course Sequences

**Projected Course Sequence by Semester – Full Time Sport Management Track
Field Experience Option (30 Credits)**

Fall	Spring	Summer 2	Summer 3	Summer 1 (Extended)
SPMG530: Research Methods in Sport Management	SPMG531: Sport in American Culture	SPMG550: Leadership in Sport Organization	SPMG555: International Sport Orientation (Elective)	SPMG597: Advanced Field Experience (6 credits)
SPMG532: Ethics in Sport	SPMG552: Marketing and Public Relations in Sport			
SPMG553: Legal and Policy Issues in Sport	SPMG551: Financial Management in Sport			
Total = 9 credits	Total = 9 credits	Total = 3 credits	Total = 3 credits	Total = 6 credits

**Projected Course Sequence by Semester – Full Time Sport Management Track
Capstone Option**

Fall	Spring	Summer 2	Summer 3	Summer 1 (Extended)
SPMG530: Research Methods in Sport Management	SPMG531: Sport in American Culture	SPMG550: Leadership in Sport Organization	SPMG545: Seminar in Sport Management (Elective)	SPMG558: Capstone in Sport Management
SPMG532: Ethics in Sport	SPMG552: Marketing and PR in Sport		SPMG555: International Sport Organization (Elective)	
SPMG553: Legal and Policy Issues in Sport	SPMG551: Financial Management in Sport			
Total = 9 credits	Total = 9 credits	Total = 3 credits	Total = 6 credits	Total = 3 credits

Projected Course Sequence by Semester - Full Time International Sport Management Track

Field Experience Option (30 Credits)

Fall	Spring	Summer 2	Summer 3	Summer 1 (Extended)
SPMG530: Research Methods in Sport Management	SPMG556: Sport in the Global Marketplace	SPMG550: Leadership in Sport Organization (Elective)	SPMG555: International Sport Organization	SPMG597: Advanced Field Experience (6 credits)
SPMG532: Ethics in Sport	SPMG552: Marketing and Public Relations in Sport			
	SPMG551: Financial Management in Sport			
SPMG554: The Global Soccer Industry				
Total = 9 credits	Total = 9 credits	Total = 3 credits	Total = 3 Credits	Total = 6 credits

Projected Course Sequence by Semester - Full Time International Sport Management Track

Capstone Option

Fall	Spring	Summer 2	Summer 3	Summer 1 (Extended)
SPMG530: Research Methods in Sport Management (Online)	SPMG556: Sport in the Global Marketplace	SPMG550: Leadership in Sport Organization (Elective)	SPMG555: International Sport Organization	SPMG558: Capstone in Sport Management
SPMG532: Ethics in Sport	SPMG552: Marketing and Public Relations in Sport		SPMG545: Seminar in Sport Management (Elective)	
	SPMG551: Financial Management in Sport			
SPMG554: The Global Soccer Industry				
Total = 9 credits	Total = 9 credits	Total = 3 credits	Total = 6 Credits	Total = 3 credits

**Projected Course Sequence by Semester - Full Time Sport Management
& International Sport Management Track**

Field Experience Option (36 Credits)

Fall	Spring	Summer 2	Summer 3	Summer 1 (Extended)
SPMG530: Research Methods in Sport Management	SPMG556: Sport in the Global Marketplace	SPMG550: Leadership in Sport Organization (Elective)	SPMG555: International Sport Organization	SPMG597: Advanced Field Experience (6 credits)
SPMG532: Ethics in Sport	SPMG552: Marketing and Public Relations in Sport			
	SPMG551: Financial Management in Sport			
SPMG554: The Global Soccer Industry				
Total = 12 credits	Total = 12 credits	Total = 3 credits	Total = 3 Credits	Total = 6 credits

**Projected Course Sequence by Semester - Full Time Sport Management
& International Sport Management Track**

Capstone Option

Fall	Spring	Summer 2	Summer 3	Summer 1 (Extended)
SPMG530: Research Methods in Sport Management	SPMG556: Sport in the Global Marketplace	SPMG550: Leadership in Sport Organization	SPMG555: International Sport Organization	SPMG558: Capstone in Sport Management
SPMG532: Ethics in Sport	SPMG552: Marketing and Public Relations in Sport		SPMG545: Seminar in Sport Management	
	SPMG551: Financial Management in Sport			
SPMG554: The Global Soccer Industry				
Total = 12 credits	Total = 12 credits	Total = 3 credits	Total = 6 Credits	Total = 3 credits

**Projected Course Offering by Semester for both Full Time Sport Management Track and Full Time International Sport Management Track
(Subject to Change)**

	Fall	Spring	Summer 2	Summer 3	Summer 1 (Extended)
Shared Classes	SPMG530: Research Methods in Sport Management	SPMG531: Sport in American Culture		SPMG545: Seminar in Sport Management	
	SPMG532: Ethics in Sport	SPMG551: Financial Management in Sport			SPMG597: Advanced Field Experience (6 credits)
Sport Management Track		SPMG552: Marketing and Public Relations in Sport	SPMG550: Leadership in Sport Organization		
	SPMG553: Legal and Policy Issues in Sport				

International Sport Management Track	SPMG554: The Global Soccer Industry	SPMG556: Sport in the Global Marketplace		SPMG555: International Sport Organization	

***SPMG558 Capstone and SPMG597 Advanced Field Experience can be taken Fall, Spring, or Summer Extended class periods.**

Accelerated BS in Sport Management to MS in Sport Management – Sport Management Concentration

This degree map is based on the 2024-25 Academic Catalog and is subject to change. Students should meet with their academic advisor each semester and use Degree Works to monitor their individual progress toward degree completion. The time it takes to earn a degree will vary based on several factors including summer/winter enrollment, dual enrollment and number of courses successfully completed each semester. We recommend following the sequence outlined below to graduate in a timely fashion.

Sample 4-Year Plan

First Year

Fall Courses	Credits	Spring Courses	Credits
SPMG130 Introduction to Sport Management	3	SPMG230 Contemporary Issues and Problems in Sport	3
GE: Foundations: First Year Seminar	3	SPMG231 Sport Sales, Sponsorship, and Fundraising	3
GE: Interconnections: Global Perspectives	3	GE: Foundations: History	3
GE: Citizenship & Responsibility	3	GE: Creativity & Expression: Literature	3
GE: Foundations: Writing	3	GE: Foundations: Quantitative	3
Semester Total	15	Semester Total	15

Second Year

Fall Courses	Credits	Spring Courses	Credits
ACCT220 Financial Accounting	3	SPMG333 Sport and Society	3
SPMG330 Psychology of Coaching	3	SPMG335 Sport Marketing Management	3
SPMG332 Management and Leadership of Sport	3	SPMG339 Sport Management Field Participation	3
GE: Natural World & Technologies	3	GE: Natural World & Technologies	3
GE: Creativity & Expression: Arts or Creativity	3	GE: Citizenship & Responsibility	3
Semester Total	15	Semester Total	15

Third Year

Fall Courses	Credits	Spring Courses	Credits
SPMG334 Sport Law and Ethics	3	SPMG430 Sport Facility Management & Operations	3
SPMG336 Sport Mgmt & Community Relations	3	SPMG431 Sport Business Finance	3
SPMG337 Governance of Sport	3	SPMG338 Sport Media Communication Relations	3
GE: Natural World & Technologies	3	GE: Interconnections: Diversity	3
GE: Foundations: Oral Communication	3	SPMG432 Organization and Admin. Of Sport & Athletic Programs	3
GE: Interconnections	3	Free Elective	3
Semester Total	18	Semester Total	18

Summer after Third Year

SPMG497 Sport Management Professional Field Experience	12		
Summer Term Total	12		

Graduate Program - Fourth Year

Fall Courses	Credits	Spring Courses	Credits
SPMG530 Research Methods in Sport Science	3	SPMG531 Sport in American Culture	3
SPMG532 Ethics in Sport	3	SPMG552 Marketing & Public Relations	3
SPMG553 Legal and Policy Issues in Sport	3	SPMG551 Financial Management in Sport	3
Semester Total	9	Semester Total	9

Summer after Fourth Year

Summer 2	Credits	Summer 3	Credits
SPMG550 Leadership in Sport Organization	3	SPMG Elective	3
Summer 1			
SPMG597 Advanced Field Experience or SPMG558 Capstone & Elective in Summer 1 or 2	6		
Summer Term Total	9	Summer Term Total	3
		Total Credits	138

Curriculum Checklist

Major Requirements

Sport Management - Core Courses (60 credits)

- ___ ACCT220 Financial Accounting (3)
- ___ SPMG130 Into to Sport Management (3)
- ___ SPMG230 Contemporary Issues in Sport Management (3)
- ___ SPMG231 Sport Sales, Sponsorship, Fundraising (3)
- ___ SPMG330 Psychology of Coaching (3)
- ___ SPMG332 Management/ Leadership of Sport (3)
- ___ SPMG333 Sport & Society (3)
- ___ SPMG334 Sport Law and Ethics (3)
- ___ SPMG335 Sport Marketing Management (3)
- ___ SPMG336 Sport Management & Community Relations (3)
- ___ SPMG337 Governance of Sport (3)
- ___ SPMG338 Sport Media Communication Relations (3)
- ___ SPMG339 Sport Management Field Participation (3)
- ___ SPMG430 Sport Facility Management and Operations (3)
- ___ SPMG431 Sport Business Finance (3)
- ___ SPMG432 Organization and Administration of Sport and Athletic Programs (3)
- ___ SPMG497 Sport Management Professional Field Experience (12)

Sport Management - Free Electives (3 Credits)

- ___ Free Elective 1

Graduate Courses - Sport Management (30 Credits)

Core: (9 Credits)

- ___ SPMG530 Research Methods in Sport Management (3)
- ___ SPMG531 Sport in American Culture (3)
- ___ SPMG532 Ethics in Sport (3)

Required: (15-18 Credits)

- ___ SPMG550 Leadership in Sport Organization (3)
- ___ SPMG551 Financial Management in Sport (3)
- ___ SPMG552 Marketing and Public Relations in Sport (3)
- ___ SPMG553 Legal and Policy Issues in Sport (3)
- ___ SPMG597 Advanced Field Experience (6)
- OR
- ___ SPMG558 Capstone in Sport Management (3)

Electives: (3-6 Credits)

- ___ SPMG545 Seminar in Sport Management (3)
- ___ SPMG554 The Global Soccer Industry (3)
- ___ SPMG555 International Sport Organization (3)
- ___ SPMG556 Sport in Global Marketplace (3)

Note(s):

SPMG497 Sport Management Professional Field Experience is a credit bearing course to which all tuition and fees apply.

SPMG597 Advanced Field Experience is a credit bearing course to which all tuition and fees apply.

Degree Requirements

All students must obtain a minimum of 138 credits, complete all General Education requirements, and all requirements for the selected undergraduate major, as well as for the Graduate Program. Meet with your advisor and consult Degree Works to monitor your progress and for all graduation requirements.

A minimum GPA of 3.0 in the major and Graduate Program overall are required.

General Education Requirements

Required General Education Courses (45 Credits)

GE: Foundations: (15 credits)

- ___ First Year Seminar (3)
- ___ Writing (3)
- ___ Oral Communication (3)
- ___ History (3)
- ___ Quantitative (3)

GE: Interconnections: (9 credits)

- ___ Diversity (3)
- ___ Global Perspective (3)
- ___ Foreign Language (3)

GE: Citizenship & Responsibility: (6 credits)

- ___ Citizenship (3)
- ___ Ethical Reasoning (3)
- ___ Critical Reasoning (3)

**Must choose two of the three options.*

GE: Natural World & Technologies: (9 credits)

- ___ Natural World (3)
- ___ Natural World (3)
- ___ Technology (3)

GE: Creativity & Expression: (6 credits)

- ___ Literature (3)
- ___ Arts (3)
- ___ Creativity (3)

**Must choose two of the three options.*

Campus Locations

Bloomsburg Online; In-person; Blended

Lock Haven Online; In-person; Blended

Mansfield Online; In-person; Blended

Clearfield Online; In-person; Blended

Note: Blended means a mix of in-person and online courses are possible for the degree. In-person delivery of specific concentration/major courses on your campus may not be available depending on faculty staffing. Consult with your academic advisor or the department for more information.

Winter/Summer College - Optional

While not required, Winter and Summer sessions are offered each year and may help you stay on track or get ahead. You may take up to seven (7) credits during Winter College and up to 14 credits during Summer College.

Accelerated BS in Sport Management to MS in Sport Management – International Sport Management Concentration

This degree map is based on the 2024-25 Academic Catalog and is subject to change. Students should meet with their academic advisor each semester and use Degree Works to monitor their individual progress toward degree completion. The time it takes to earn a degree will vary based on several factors including summer/winter enrollment, dual enrollment and number of courses successfully completed each semester. We recommend following the sequence outlined below to graduate in a timely fashion.

Sample 4-Year Plan

First Year

Fall Courses	Credits	Spring Courses	Credits
SPMG130 Introduction to Sport Management	3	SPMG230 Contemporary Issues and Problems in Sport	3
GE: Foundations: First Year Seminar	3	SPMG231 Sport Sales, Sponsorship, and Fundraising	3
GE: Interconnections: Global Perspectives	3	GE: Foundations: History	3
GE: Citizenship & Responsibility	3	GE: Creativity & Expression: Literature	3
GE: Foundations: Writing	3	GE: Foundations: Quantitative	3
Semester Total	15	Semester Total	15

Second Year

Fall Courses	Credits	Spring Courses	Credits
ACCT220 Financial Accounting	3	SPMG333 Sport and Society	3
SPMG330 Psychology of Coaching	3	SPMG335 Sport Marketing Management	3
SPMG332 Management and Leadership of Sport	3	SPMG339 Sport Management Field Participation	3
GE: Natural World	3	GE: Natural World	3
GE: Creativity & Expression: Arts or Creativity	3	GE: Citizenship & Responsibility	3
Semester Total	15	Semester Total	15

Third Year

Fall Courses	Credits	Spring Courses	Credits
SPMG334 Sport Law and Ethics	3	SPMG430 Sport Facility Management & Operations	3
SPMG336 Sport Mgmt & Community Relations	3	SPMG431 Sport Business Finance	3
SPMG337 Governance of Sport	3	SPMG338 Sport Media Communication Relations	3
GE: Natural World & Technologies	3	GE: Interconnections: Diversity	3
GE: Foundations: Oral Communication	3	SPMG432 Organization and Admin. Of Sport & Athletic Programs	3
GE: Interconnections	3	Free Elective	3
Semester Total	18	Semester Total	18

Summer after Third Year

SPMG497 Sport Management Professional Field Experience	12		
Summer Term Total	12		

Graduate Program - Fourth Year

Fall Courses	Credits	Spring Courses	Credits
SPMG530 Research Methods in Sport Science	3	SPMG551 Financial Management in Sport	3
SPMG532 Ethics in Sport	3	SPMG552 Marketing & Public Relations	3
SPMG554 The Global Soccer Industry	3	SPMG556 Sport in the Global Marketplace	3
Semester Total	9	Semester Total	9

Summer after Fourth Year

Summer 2	Credits	Summer 3	Credits
SPMG Elective	3	SPMG555 International Sport Org and Governance	3
Summer 1			
SPMG597 Advanced Field Experience <i>or</i> SPMG558 Capstone & Elective in Summer 2 or 3	6		
Summer Term Total	9	Summer Term Total	3
		Total Credits	138

Curriculum Checklist

Major Requirements

Sport Management - Core Courses (60 credits)

- ___ ACCT220 Financial Accounting (3)
- ___ SPMG130 Into to Sport Management (3)
- ___ SPMG230 Contemporary Issues in Sport Management (3)
- ___ SPMG231 Sport Sales, Sponsorship, Fundraising (3)
- ___ SPMG330 Psychology of Coaching (3)
- ___ SPMG332 Management/ Leadership of Sport (3)
- ___ SPMG333 Sport & Society (3)
- ___ SPMG334 Sport Law and Ethics (3)
- ___ SPMG335 Sport Marketing Management (3)
- ___ SPMG336 Sport Management & Community Relations (3)
- ___ SPMG337 Governance of Sport (3)
- ___ SPMG338 Sport Media Communication Relations (3)
- ___ SPMG339 Sport Management Field Participation (3)
- ___ SPMG430 Sport Facility Management and Operations (3)
- ___ SPMG431 Sport Business Finance (3)
- ___ SPMG432 Organization and Administration of Sport and Athletic Programs (3)
- ___ SPMG497 Sport Management Professional Field Experience (12)

Sport Management - Free Electives (3 Credits)

- ___ Free Elective 1

Graduate Courses - International Sport Management (30 Credits)

Core (9 Credits)

- ___ SPMG530 Research Methods in Sport Science (3)
- ___ SPMG532 Ethics in Sport (3)
- ___ SPMG556 Sport in the Global Marketplace (3)

Required (15-18 Credits)

- ___ SPMG551 Financial Management in Sport (3)
- ___ SPMG552 Marketing & Public Relations (3)
- ___ SPMG554 The Global Soccer Industry (3)
- ___ SPMG555 International Sport Organizations (3)
- ___ SPMG597 Advanced Field Experience (6)
- OR
- ___ SPMG558 Capstone Sport Management (3)

Electives (3-6 Credits)

- ___ SPMG531 Sport in American Culture (3)
- ___ SPMG545 Seminar in Sport Management (3)
- ___ SPMG550 Leadership in Sport Organizations (3)
- ___ SPMG553 Legal & Policy Issues in Sport (3)

Note(s):

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SPMG597 Advanced Field Experience is a credit bearing course to which all tuition and fees apply.

Degree Requirements

All students must obtain a minimum of 138 credits, complete all General Education requirements, and all requirements for the selected undergraduate major, as well as for the Graduate Program. Meet with your advisor and consult Degree Works to monitor your progress and for all graduation requirements.

A minimum GPA of 3.0 in the major and Graduate Program overall are required.

General Education Requirements

Required General Education Courses (45 Credits)

GE: Foundations: (15 credits)

- ___ First Year Seminar (3)
- ___ Writing (3)
- ___ Oral Communication (3)
- ___ History (3)
- ___ Quantitative (3)

GE: Interconnections: (9 credits)

- ___ Diversity (3)
- ___ Global Perspective (3)
- ___ Foreign Language, Diversity, or Global Perspective (3)

GE: Citizenship & Responsibility: (6 credits)

- ___ Citizenship (3)
- ___ Ethical Reasoning (3)
- ___ Critical Reasoning (3)

*Must choose two of the three options.

GE: Natural World & Technologies: (9 credits)

- ___ Natural World (3)
- ___ Natural World (3)
- ___ Technology or Natural World (3)

GE: Creativity & Expression: (6 credits)

- ___ Literature (3)
- ___ Arts or Creativity (3)

Campus Locations

Bloomsburg Online; In-person; Blended

Lock Haven Online; In-person; Blended

Mansfield Online; In-person; Blended

Clearfield Online; In-person; Blended

Note: Blended means a mix of in-person and online courses are possible for the degree. In-person delivery of specific concentration/major courses on your campus may not be available depending on faculty staffing. Consult with your academic advisor or the department for more information.

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While not required, Winter and Summer sessions are offered each year and may help you stay on track or get ahead. You may take up to seven (7) credits during Winter College and up to 14 credits during Summer College. At the Graduate level, summer/winter classes may be required to graduate in a timely manner.

Additional Information

Graduate Program Policies

All program policies can be found on the following page:

<https://bloomu.edu/about/administration-and-governance/policies>

Modification of Handbook

Please note that this handbook is subject to modification with approval from the Sport Management Graduate Program Coordinator and the Program faculty.

