



ROCHESTER
UNIVERSITY

GRADUATE PROGRAM

SPORT LEADERSHIP

MASTER OF ARTS DEGREE

→ *WHAT'S INSIDE?*

ABOUT THE PROGRAM

HOW IT WORKS

COURSE LIST

INTENSIVES INFO

+ MORE

→ *TAKE THE FIRST STEP*



Scan or visit RochesterU.edu/apply to complete a free application, then visit RochesterU.edu/cost for a financial aid estimate.

RochesterU.edu/spldegree

248.218.2222 | 800 West Avon Road | Rochester Hills, MI 48307

The U.S. Bureau of Labor Statistics expects the job market in the sport industry to grow by

10-15%

within the next decade. The average occupational growth rate is 5-8%.

The global sport market is expected to grow to \$599.9 billion by 2025 and to \$826 billion by 2030, according to the Business Research Company.

33

TOTAL CREDIT HOURS

Students take nine credit hours in the spring; six credit hours in the summer; nine credit hours in the fall

15

MONTH PROGRAM

Curriculum is offered in a shared cohort model

2

ENTRY POINTS

Cohorts begin in both the fall and spring

12

STUDENTS MAXIMUM IN EACH COHORT

You will take your first and last courses with your cohort, and other courses will be shared with either the previous year's cohort or the cohort starting the program. This intentional blending of cohorts gives you the opportunity to network and learn from people with various backgrounds.



SPL COURSES

SPL 5003

Principles of Leadership in Sport

SPL 5013

Organizational Behavior

SPL 5023

Strategic Planning for Sport Leaders

SPL 5133

Sport Communication and Promotion

SPL 5143

Sport Leadership in Contemporary Society

SPL 5153

Sport Research and Analytics

SPL 5263

Sport Governance in a Global Context

SPL 5273

Practical Experiences in Sport Leadership

SPL 5383

Sport Law and Risk Management

SPL 6006

Sport Leadership Capstone





A NOTE FROM

Dr. Dave Hutson

Chair | Department of Sport Studies
Professor of Sport Studies

We started RU's undergraduate sport management program almost 25 years ago, and we have been successful in guiding many students to careers in the sport industry. We want to build on that success and be among the leading institutions providing the best sport-related degrees in the Midwest. We want you to join us on that initiative.

We have designed our Master's Degree in Sport Leadership to help you progress in the sport industry, or if you haven't already, enter the sport field.

Our alumni already work in multiple segments of the sport industry as:

- owners and managers of sport training facilities and services
- executives working with professional sport teams and leagues
- high school and college athletic directors and coaches
- recreational and civic sport managers
- sport merchandising and equipment company managers

We pledge to help you in your journey. If you are going to invest in a master's degree, you deserve a high-quality program that will provide you with the education, experience and contacts to help you be well-educated and prepared to take on the challenges of a career in the ever-changing and fast-growing sport industry.

Rochester University's Master of Arts Degree in Sport Leadership provides an extensive curriculum that will equip you with the necessary leadership skills for today's sport industry and for your future in the fast-changing field of sport.

Through a blend of online and seated instruction, this cohort-based program will expose you to the challenges and opportunities faced by the leaders of domestic and international sport organizations.

WHAT'S IN IT FOR YOU?

Develop professional leadership standards

that reflect responsible, sustainable and ethical practices within the sport industry.

Critically analyze the role of sport leadership

in contemporary society across a wide range of sociocultural, legal, and ethical issues and how each applies to various aspects of the sport industry.

Demonstrate a comprehensive understanding of the skills necessary to lead a sport organization

as an effective visionary leader in response to the sport industry's demands.

Demonstrate an understanding of sport leadership

in a historical, social and global context.

Identify, develop and effectively communicate

a leadership style and philosophy consistent with one's vocation.

Identify and effectively communicate

the application of complex methods utilized in communicating and promoting the sport product to today's consumers.

Analyze and interpret information

pertaining to industry questions or challenges by utilizing the most appropriate research methodologies and practices.



GREAT TEAMS NEED GREAT LEADERS.

Sport Studies Advisory Board

Brandy Boyd

Chief of Recreation
Oakland County Parks & Recreation

Janis Burke

CEO & Executive Director
Harris County—Houston Sports Authority

Dr. Anne Crutchfield

Vice President of Athletics
Emory & Henry University

Dr. Kimberly Meesters

Director of Marketing Division
Brand Strategy & Innovation
American Legion

Dr. Adam Sayers

Network Sport Scientist
USA Soccer Federation
Assistant Professor of
Global Sport Leadership
East Tennessee State University

Dana Schmitt, J.D.

President
United Shore Professional Baseball League

Dr. Clint Pleasant

Vice President of Athletics
Rochester University

Luke Beach

Former Athletic Director
Rochester High School

ON-CAMPUS AND TRAVEL INTENSIVES

EACH COHORT WILL begin the program with a required orientation and intensive course on RU's campus. An additional intensive will be required at an off-campus location within the U.S. during the summer, exposing students to leading practitioners in the sport industry. Due to the value of learning on-site as a cohort, the MA in Sport Leadership program requires that you be physically present at both intensives.

The intensives will help you to:

- build a sense of community within cohorts
- network with each other, your professors, and leaders and executives in the sport industry
- experience and apply course content in practical ways to the real-world sport environment
- tour world-class sport facilities
- attend and observe high-level sport events

CAPSTONE

YOU WILL COMPLETE the Sport Leadership Capstone during your last semester. This six-credit hour course will offer you an opportunity to finish your academic experience by building on the themes and leadership theories covered throughout the entire program.

The capstone experience will require you to select a topic of academic and professional interest and complete a research project to gain an in-depth understanding of the possible solutions to a leadership problem in the sport industry.

This capstone experience will conclude with a presentation and defense of the research project and a digital portfolio. This will give you the opportunity to create your own unique contribution to the field of study, which you can take with you and implement in your professional setting.

