Sports Administration

Learn from a faculty of experienced professionals as you prepare for the business of sports.
Big sports.  
Big business.  
Big degree.

MASTER OF ARTS IN SPORTS ADMINISTRATION

Sports is one of the largest economic enterprises in the world, employing professionals with a variety of business skills and specializations who have one common interest: the business of sports.

As one of the largest economic enterprises in the world, sports provides an arena for great business careers. Northwestern University’s Master of Arts in Sports Administration (MSA) program can be a vital link for professionals who aspire to begin or enhance a career in sports. The MSA program is taught by first-rate faculty members whose networks include team executives, sports agents, corporate sports consultants and a broad range of other professionals in collegiate, professional and amateur athletics. In fact, almost all of the MSA faculty have worked or currently work in sports administration, from sponsorships to agencies to professional sports teams. Whether a student wants to become a front office manager, college athletics administrator or sports marketer, he or she will find instruction and guidance based on first-hand knowledge of the opportunities and challenges one can expect in the business of sports.

The MSA curriculum includes six core courses that help students build a solid foundation of strategic, analytic and creative thinking that is vital to the business of sports. Additionally, students select three elective courses, a leadership course and either a thesis or customized capstone project that culminates the learning experience.

The prestigious credentials and rigorous standards of Northwestern University — and access to Chicago’s rich and fast-paced sports community — provide students with invaluable hands-on experience. From guest speakers and program events, students are exposed to professionals who are shaping the Chicago, national and even international sports marketplace.

With the outstanding academic pedigree of Northwestern, a strong alumni network, elite networking opportunities and the convenience of attending evening courses in Chicago or Evanston, the Master of Arts in Sports Administration program is well positioned among top graduate programs in the field.
The Master’s in Sports Administration requires successful completion of eleven courses. Students must complete six core courses, three elective courses, a leadership course (481) which equips students with fundamental skills in effective leadership, communication, innovation and change management, and a capstone project (498) or thesis project (590).

**CORE COURSES (9 COURSES)**
- LIT 481 Introduction to Graduate Study
- MSA 401 Sports Research Methods
- MSA 402 Sports Marketing
- MSA 403 Organization of Sports
- MSA 404 Sports Business
- MSA 405 Legal and Ethical Issues
- MSA 406 Sports Public Relations
- MSA 498 Capstone Class
- MSA 590 Thesis Research

**SPORTS ANALYTICS SPECIALIZATION**
- PREDICT 400-DL Math for Modelers
- PREDICT 401-DL Introduction to Statistical Analysis (Students completePredict 401-DL in lieu of MSA 401 Sports Research Methods & Quantitative Analysis)
- PREDICT 456-DL Sports Performance Analytics
- PREDICT 457-DL Sports Management Analytics

**ELECTIVES**
See sps.northwestern.edu/msa for course descriptions and schedule information.
- MSA 400 OR 400-DL Sport in the Social Context
- MSA 407 Labor Relations
- MSA 408 Operations Management
- MSA 409 Financial Issues
- MSA 410 Advanced Marketing Research
- MSA 411 Sports Media Relations
- MSA 412 Sponsorship 2.0
- MSA 413 Advertising Project Class
- MSA 451 OR 451-DL IT in Sports
- MSA 452 Nontraditional Revenue
- MSA 453 Intercollegiate Sports Mgmt
- MSA 455 Topics: NCAA Compliance
- MSA 457 Front Office Operations
- MSA 459 Social Media Strategies
- MSA 460 Deviance and Violence in Sport
- MSA 461 Sports Sales Strategies
- MSA 463 Globalization of Sports
- MSA 490 The Olympic Movement
- MSA 490 Oper Mgmt in a Down Economy
- MSA 490 Leading a Sports Entity
- MSA 490 Sports Facilities Development
- MSA 490 Topics: Olympic Movement
- MSA 490 Personal Selling & Sales Mgmt
- MSA 490 Applied Sports Economics
- MSA 579 Practicum in Sports Admin
- PREDICT 456-DL Sports Performance Analytics
- PREDICT 457-DL Sports Management Analytics
Applicants must hold a bachelor’s degree from a regionally accredited institution or its foreign equivalent. A competitive undergraduate record that indicates strong academic ability is required. Work, internship or research experience in the sports industry is highly desirable but not a requirement. The Graduate Record Examination (GRE) is not required, but strong scores bolster chances for admission. Visiting scholars, who earn no university credit, complete a shorter application.

APPLICATION CHECKLIST
• Online application — access from sps.northwestern.edu/msa and then click “Start Application Process.”
• $75 nonrefundable application fee
• Sealed copies of official transcripts from ALL attended colleges and universities.
• Official transcripts must arrive in our office in the original sealed envelope issued by the institution. Northwestern University School of Professional Studies accepts electronic transcripts from U.S. institutions via secure electronic transcript providers. Consult with your institution to see if they are part of a secure e-delivery network. All electronic transcripts should be sent to spsadmissions@northwestern.edu. Please note transcripts are not accepted by fax or personal email.
• Applicants with international transcripts must request an official course-by-course evaluation of transcripts from a NACES member such as WES or ECE. A course-by-course evaluation will translate courses, degrees and grades to U.S. equivalency.
• Two letters of recommendation focusing on academic achievement and writing ability
• Statement of purpose (see following)
• Writing sample (see following)
• Current resume or curriculum vitae

WRITING SAMPLE
The writing sample allows the applicant to demonstrate the ability to present ideas and arguments in a manner appropriate to a graduate-level program. The sample should be a critical analysis paper or essay not exceeding 10 pages and should consist of the following:
• A clearly articulated thesis
• An argument that persuasively supports the thesis and demonstrates an awareness of contrary arguments
• Documentation of quoted material and acknowledgement of ideas taken from the works of others using an accepted academic style guide

TUITION
• 2015-16 Tuition per course: $3,411
• Estimated cost for entire program: $37,521

For detailed admission information visit sps.northwestern.edu/msa
For application assistance call 312-503-2579 or email msa@northwestern.edu.

Application Deadlines
Applications are accepted every quarter.
FALL: July 15
WINTER: October 15
SPRING: January 15
SUMMER: April 15

STATEMENT OF PURPOSE
Applicants must submit a 300-word statement of purpose explaining how the degree program will help them meet their academic and professional goals. Applicants who did not major in sports administration or a related field should explain how other academic and nonacademic experiences have prepared them to undertake graduate study in this program.
“Northwestern’s MSA Program was an absolutely invaluable experience for me. The professionals that I learned from as speakers and classmates, allowed me to understand various areas of sports and figure out the direction I wanted to take. Studying sports administration at a Big Ten institution in Chicago has so many incredible benefits, many of which I did not even realize at the time and continue to benefit from. The network and opportunities I received because of Northwestern, without a doubt, have paved my way for a wonderful career in collegiate athletics.”

Maureen Palchak (MSA ’08), assistant athletic director, Northwestern University

“The MSA program complemented my background by giving me new skills in quantifiable research and finance and helping me see all sides of the operation.”

Night Train Veeck (MSA ’10), group sales executive, Chicago White Sox
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