

PART-TIME MASTER'S DEGREE PROGRAM

# Sports Administration

Learn from a faculty of experienced professionals as you prepare for the business of sports — study on campus and online.



# Big sports. Big business. Big career.

## 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 learning online or 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.

# Curriculum \

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) and a capstone project (498) or thesis project (590).

## CORE COURSES

8 COURSES

- Leaders 481 or 481-DL Foundations of Leadership
- MSA 401 or 401-DL Sports Research Methods
- MSA 402 or 402-DL Sports Marketing
- MSA 403 or 403-DL Organization of Sports
- MSA 404 or 404-DL Sports Business
- MSA 405 or 405-DL Legal and Ethical Issues
- MSA 406 or 406-DL Sports Public Relations
- MSA 498, 498-DL Capstone Class, or MSA 590 Thesis Research

## OPTIONAL SPORTS ANALYTICS SPECIALIZATION

- PREDICT 400-DL Math for Modelers
- PREDICT 401-DL Introduction to Statistical Analysis (Students complete Predict 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](https://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 411 Sports Media Relations
- MSA 412 Sponsorship 2.0
- MSA 413 Advertising Project Class
- MSA 441 The Olympic Movement
- MSA 445 or MSA 445-DL Entrepreneurship in Sports
- MSA 451 OR 451-DL The Technology of Sport
- MSA 452 Nontraditional Revenue
- MSA 453 Intercollegiate Sports Mgmt
- MSA 455 OR MSA 455-DL NCAA Compliance
- MSA 457 Front Office Operations
- MSA 458-DL Digital Media in Sports
- MSA 460 Deviance and Violence in Sport
- MSA 461 Sports Sales Strategies
- MSA 463 Globalization of Sports
- MSA 579-DL Practicum in Sports Admin
- PREDICT 456-DL Sports Performance Analytics
- PREDICT 457-DL Sports Management Analytics

### Attend classes online or on-campus

MA in Sports Administration students can earn their degrees by completing online courses, evening on-campus courses in Chicago and Evanston, or a combination of online and on-campus courses. Northwestern's online courses take full advantage of the latest technologies to create opportunities for meaningful interaction with instructors, classmates, and course material in a format designed to work with students' busy schedules.

# Admission \

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.

## APPLICATION CHECKLIST

- Online application — [sps.northwestern.edu/apply](https://sps.northwestern.edu/apply)
- \$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](mailto: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 or professional achievement
- Statement of purpose (see following)
- Writing sample (see following)
- Current resume or curriculum vitae

Transcript mailing address:

MSA Graduate Admissions  
Northwestern University School of Professional Studies  
Wieboldt Hall, Sixth floor  
339 East Chicago Avenue  
Chicago, Illinois 60611-3008

## 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

## 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.

## APPLICATION DEADLINES

Applications are accepted every quarter.

- **Fall:** July 15
- **Spring:** January 15
- **Winter:** October 15
- **Summer:** April 15

For detailed admission information  
visit [sps.northwestern.edu/msa](https://sps.northwestern.edu/msa). For application  
assistance call 312-503-2579 or email [sportsadmin@northwestern.edu](mailto:sportsadmin@northwestern.edu)



“The opportunity for personal networking was huge. Being exposed to people in every imaginable position within the industry, I immediately realized that the world of sports is so much bigger than the NBA and NFL.”

Brad Bauer (MSA '14), Windy City Bulls — Sr. Account Executive, Corporate Partnerships and Sales, Chicago Bulls



“I spoke with people high up in athletic departments and I don't think that would've been possible at any other school. Northwestern carries weight behind it. That will help anyone in this program achieve their goals.”

Julia Millon, Client Services Specialist, Northwestern University Athletics

**Northwestern** | SCHOOL OF PROFESSIONAL STUDIES

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339 East Chicago Avenue  
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