



## Program Faculty

### **Dr. Jeffrey Petersen**

Sport Management Program  
Coordinator  
HHPR Graduate Program Director  
Ph.D. – University of New Mexico



### **Dr. Marshall Magnusen**

Assistant Professor  
Ph.D. – Florida State University



### **Affiliated Faculty**

#### **Dr. Glenn Miller**

Professor & Internship Coordinator  
Ph.D. – University of New Mexico

#### **Mr. Keith Miller**

Associate AD for Compliance  
J.D. – Marquette University

#### **Dr. Andrew Meyer**

Assistant Professor  
Ph.D. – University of Illinois

#### **Mr. Maxey Parrish**

Senior Lecturer – Dept. of  
Journalism  
MSEd – Baylor University

*The faculty team  
within sport  
management provides  
students with a wide  
variety of learning  
experiences based  
upon their strong  
professional,  
teaching, and  
research background.*

*Student collaboration  
is encouraged  
throughout the  
program.*



# Baylor University

Tracing back to a genesis in 1985, under the guidance of Dr. Andy Pittman, the Baylor Sport Management Program has been a leading program not only in the state of Texas, but throughout the nation.

With an extensive alumni network, the Baylor Sport Management program helps provide students with internships and work experiences to launch a productive career within the sport industry.

## **Baylor Sport Management**

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## ***Excellence with Integrity***

Find us on the Web:

<http://www.baylor.edu/sportmanagement>

# Master's Degree in Sport Management

# Health, Human Performance, and Recreation

## MASTER'S OF SCIENCE IN EDUCATION DEGREE: SPORT MANAGEMENT EMPHASIS

Our program places interns and employees in many sport industry segments and settings including: amateur sports (US Youth Soccer), professional sports (Adidas, Empire Sports Management, FC Dallas, Host Communications, Hunt Sports Group, MLB - Houston Astros, NBA - Atlanta Hawks, Houston Rockets, Spurs Sports and Entertainment, NFL - Headquarters, Miami Dolphins, Tennessee Titans, Houston Texans, SportStar Athletics, SMG-Louisiana Superdome, US Tennis Association, WNBA) charitable & mission organizations (JMJ Group, Global Sport Partners), college sports (American Football Coaches Association, Baylor University, Big South Conference Office, Big XII Conference Office, Lone Star Conference Office, Eastern Illinois University, Georgia Southern University, McLennan Community College, NCAA Headquarters, Texas Christian University, Indiana University, University of Kentucky, University of North Texas, UT Longhorns Foundation, SMG McLane Stadium), sport marketing (The Marketing Arm, ISP, Baylor/IMG), college teaching (Liberty University, University of Southern Mississippi, Texas Women's University), graduate/law school (Baylor University, Florida State University, SMU, The Ohio State University, Texas A & M University, Texas Tech University, University of Houston, University of New Mexico, University of Texas at Austin), fitness & recreation (Austin Parks & Rec, Texas Instruments, UNC - Chapel Hill, YMCA of Greater Dallas), plus coaching, teaching and administrating in many public/private secondary schools.

## Research Focused & Learning Engaged

Students are provided ample opportunities to develop and display their skills in research via professional presentations and publications as well as via case study competitions. Baylor Sport Management students won the 2011 and 2012 College Sport Research Institute (CSRI) Case Study Competition in the graduate division, placed second in 2010, and placed third in 2013. Students have also presented their research at the Texas Association of Health, Physical Education, Recreation and Dance Convention, the Southern Sport Management Association, the Sport Marketing Association Conference, the Sport Entertainment and Venues Tomorrow Conference, the North American Society for the Sociology of Sport, and the CSRI Conference. Students have also been involved in the publication of law review articles for *the Journal of Physical Education, Recreation and Dance* (JOPERD), and case studies within *Case Studies in Sport Management*.

Additionally, students are engaged in both guest lectures and video conferences with industry practitioners. Many courses also provide site visits to sport venues, and opportunities to serve in various athletic events at the interscholastic and collegiate levels.



## Degree Requirements (36 credit hours)

### Research & Required Core (9 hours)

HP/HED 5379 - Research Methods in HHPR  
EDP 5334 - Statistical Methods or STA 5300 Statistical Methods  
HP 5377 - Issues and Trends in HP and Sport Mgmt

### Emphasis Core (27 hours total)

#### Ethics Core (3)

HP 5398 - Contemporary Ethical Issues in Sport

#### Finance Core (3)

HP 5327 - Financial Management in Sport  
\*FIN 5362 - Seminar in Corp. Short-Term Financial Mgt  
\*FIN 5367 - Seminar in Financial Planning

#### Management Core (3)

HP 5373 - Sport Management  
HP 5375 - Governance in Sport  
\*MGT 5310 - Management of Organizational Behavior

#### Marketing Core (3)

HP 5336 - Sport Marketing  
\*MKT 5310 - Seminar in Marketing Strategy  
\*MKT 5325 - Seminar in Marketing Research

#### Personnel/Legal Issues Core (3)

\*BL 5305 - Legal Aspects of Management Decisions  
HP 5372 - Legal Issues in HHPR & Athletics

#### Public Relations Core (3)

HP 5338 - Public Relations in Sport

#### Social Context Core (3)

HP 5370 - Sport Psychology  
HP 5374 - Sport in Social Context

#### Field Experience/Research Core (3-6)

\*HP 5V90 - Internship  
\*HP 5V94 - Practicum  
\*HP 5V99 - Thesis

#### Restricted Electives\* (3)

HP 5376 - Facility/Event Management  
HP 5V70 - NCAA Policy and Procedure

\*Note: Requires Departmental Approval. Sport Management students are restricted in their selection of electives. Students are strongly encouraged to consult with their major professors and/or the graduate program director before making elective selections.

Start your Sport Management Master's program by logging onto  
<http://www.baylor.edu/graduate/index.php?id=97430> and apply today!