

W I N G A T E
U N I V E R S I T Y



Masters in Sport Management

Program Overview

Class on-the-go, three semesters/32 hours, live office hours, no entrance exam, no application fee.

Started in 2007, the Master of Arts in Sport Management (MASM) program is fully online and offers two concentrations: *Sport Marketing* and *Athletic Administration & Compliance*. Students will take eight-week courses and can complete the 32-credit hour, graduate-level program in as few as three semesters.

Students in the Sport Marketing track receive hands-on training with TicketReturn, one of the industry's most popular ticketing and CRM software platforms. Those in the Athletic Administration & Compliance concentration take advantage of student-athlete advising training designed by administrators who are in the daily trenches of athletic/academic advising.

Courses are offered through Canvas, a leading learning management system in higher education. Classes are synchronous (via Zoom), allowing for live interaction between professors and students as well as between students. Students are also able to join classes via mobile devices.

Tuition

For the 2021-2022 year, tuition is \$475 per credit hour.