

MASTER OF SPORT MANAGEMENT, PLAN C, SPORT MARKETING SPECIALIZATION

Graduates of the Master of Sport Management, Plan C, Sport Marketing Specialization program become mid-to-high level sport industry leaders in domestic and global as well as private, public, and non-governmental sport organizations. Students are prepared to pursue leadership roles within sport equipped with critical understandings and tools for effective responsiveness to the shifts in industries of sport. Graduates of the sport management master's program gain practical and theoretical knowledge to pursue a range of mid-high level positions in sport. This specialization has a focus on preparing managers across the sport industry. All curriculum of the program is geared towards providing students with the necessary skills and knowledge to become successful sport industry leaders.

[Students interested in graduate work should refer to the Graduate and Professional Bulletin.](#)