

Concentration - Sport Analytics (Online)

- [M.S. in Sport Management](#)
- [Emphasis - Sport Management \(Online\)](#)
- [Concentration - Sport Analytics \(Online\)](#)

M.S. in Sport Management Description

The M.S. in sport management degree program offers a comprehensive and contemporary experiential graduate education that prepares students to advance in various careers within the dynamic and evolving sport industry. This mission is achieved by:

- Maintaining an accredited curriculum.
- Providing education with practical application that prepares students to thrive in numerous sport contexts and careers.
- Establishing relationships with a diverse range of sport organizations (e.g., professional, collegiate, private, public, nonprofit) that result in field experience opportunities and innovative courses to benefit students.

Students applying to the M.S. in Sport Management degree program must select one of two emphases: Online or Hybrid (Resident)

For the Online emphasis, the program is offered via a fully supported online learning system that incorporates features such as videoconferencing, interactive discussions, and other online collaborative technologies to provide a rich and immersive educational experience. All courses are asynchronous, and students are not required to travel to the Oxford campus. All concentrations within the M.S. in Sport Management program can be completed via the 100% Online emphasis.

For the Hybrid (Resident) emphasis, students are able to take a combination of on-campus and online courses that best meet their educational and personal needs. All concentrations within the M.S. in Sport Management program can be completed via the Hybrid (Resident) emphasis.

Applicants should submit the following items:

- A 1-2 page, single-spaced statement of career goals that details the student's objectives, motivation, and readiness to pursue graduate study.
- Official transcripts from all institutions where a degree was obtained AND from institutions attended for any graduate work, to be sent to the Graduate School. A cumulative grade-point average (last 60 hours) of 3.0 is recommended for admission into the master's program. Selection for admission requires a bachelor's degree in an appropriate discipline.
- Resume or CV (optional)
- Official GRE scores (optional) - The GRE is optional for prospective students applying to the graduate program. It is recommended that students with an undergraduate GPA below 3.0 submit a GRE score as part of their application. Along with the undergraduate GPA and GRE, the graduate faculty consider additional application materials to comprehensively evaluate each applicant and determine capability of successfully studying in the graduate program. This includes the written statement discussing career goals, objectives, motivation, and readiness to pursue graduate study and the applicant's prior experience, accomplishments, or proficiencies stated on the resume or curriculum vitae.
- International applicants whose primary language is not English and/or who have completed their secondary or tertiary education primarily outside of the U.S. must submit official scores from the list of acceptable tests found on the University of Mississippi's International Student and Scholar Services listing of English language requirements.

Course Requirements

A minimum of 30 semester hours of graduate study is required for the M.S. in sport management. Students will be admitted to the program based on faculty evaluation of their admission documents and academic and professional experiences. Every M.S. student completes 12 hours in the sport management core curriculum, 3 hours of an approved research course, and 3 hours of a SM elective.

The remaining 12 hours are to be completed through one of the offered concentrations that correspond with the student's interests and vision for their careers."

Core Curriculum (12 hours)

- SM 660: Sport Marketing
- SM 671: Management in Sport Services
- SM 672: Business Practices in Sport
- SM 673: Sport Finance

Approved Research Course (3 hours)

- SA 511: Applied Statistics
- NHM 525: Research I - Principles of Research
- AT 620: Research in Athletic Training
- CJ 602: Criminal Justice Research Methods

Concentrations (12 hours)

Sport Policy and Leadership Concentration

- SM 500: Issues and Trends in Sport
- SM 621: Sport Policy

The University of Mississippi is accredited by the Southern Association of Colleges and Schools Commission on Colleges to award certificates and baccalaureate, master's, specialist, and doctoral degrees. Contact the Commission on Colleges at 1866 Southern Lane, Decatur, Georgia 30033-4097, call 404-679-4500, or visit online at www.sacscoc.org for questions about the accreditation.



Sunday, October
26, 2025 at
2:04:39 am CDT

- SM 623: Advanced Study USA in Sport Management (3 or 6 hours)
- SM 624: Advanced Study Abroad in Sport Management (3 or 6 hours)
- SM 627: Internship (3 or 6 hours)
- SM 651: Advanced Independent Study
- SM 652: Advanced Independent Study
- ES 542: Sports Psychology
- Jour 589: Sports Television Production

Intercollegiate Athletic Administration Concentration

- SAS 600: NCAA Governance
- SAS 601: Internal Ops - Intercollegiate Athletics
- SAS 602: External Ops - Intercollegiate Athletics
- SAS 603: Leadership in Intercollegiate Athletics

Intercollegiate Athletics Academic Success Concentration

- SAS 600: NCAA Governance
- SAS 604: Academic Advising, Support in Athletics
- SAS 605: Eligibility, PTD and Certification
- SAS 606: Academic Reform and APP

NCAA Athletics Compliance Concentration

- SAS 600: NCAA Governance
- SAS 607: NCAA Rules & Monitoring
- SAS 608: NCAA Enforcement and Infractions Cases
- SAS 609: Contemporary Issues in NCAA Compliance

Sport Analytics Concentration

- SA 601: Measurement and Evaluation in Sport
- SA 602: Predictive Analytics in Sport
- SA 603: Big Data Analytics and Data Management
- SA 605: Comm & Data Visualization in Sport

Note: Students would be required to first complete SA 511 (Applied Statistics) before beginning any sport analytics courses. SA 511 would count as a required research course for the student. SM students should register for the Online 1 section of any SA course taken.

Other Academic Requirements

As a culminating integrative experience in the last semester of study, students will complete a written comprehensive exam to demonstrate their capacity to synthesize and apply knowledge acquired throughout the graduate program.

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