

Center for the Study of Sport and Exercise

Dan Tripps, PhD, Program Director

Galen Trail, PhD, Program Coordinator

Degree Offered

Master in Sport Administration and Leadership (MSAL)

Master in Sport Administration and Leadership

Using faculty in various schools within the university and numerous local sport industry professionals as adjunct instructors, Seattle University offers a master in sport administration and leadership (MSAL). This graduate degree prepares students for positions in the sports industry through a collaborative and nurturing learning environment suited for analyzing and resolving challenges in the business and culture of sport.

Sport administration is concerned with the successful leadership and management of numerous sport organizations. Graduates with such a degree will find a myriad of entry-level positions in sales (tickets, suites, ads, sponsorship), communications, business and event operations, finance and accounting, public and community relations, promotions and marketing, and media relations (television, radio, print, web). These positions serve as the first step in a career that can lead to jobs as directors, vice presidents, general managers, and even presidents and CEOs. While the field of sport administration is evolving rapidly and opportunistically, it is accompanied by a high degree of competitiveness for available positions.

The Seattle University MSAL program familiarizes students with all aspects of the field and prepares students to be sport industry leaders in the following categories:

Professional sports (league offices, player union offices, team offices); Olympic sports (national governing bodies); Intercollegiate sports (NCAA, university athletic departments); Interscholastic sports (state associations, high schools); Youth sports (civic and private agencies); Sport support services (sponsorship, merchandising, representation); Sport venues (facility management, event management); Sport media services (broadcasting, film, halls of fame, and museums).

Admission Criteria

The MSAL program reviews applications for every quarter of enrollment. Admission to the MSAL program is competitive and the file review is holistic. Applicants' academic history, graduate exam performance, motivation, aptitude for graduate education, personal goals, and professional experiences will be considered.

To be considered, applicants must submit the following for review:

- Completed Application for Graduate Admission and a non-refundable \$55 application fee (waived for Seattle University alumni)
- Official transcripts reflecting a four-year equivalent bachelor's degree from a regionally accredited institution
- Minimum grade point average of 3.00 GPA calculated from official transcripts of all post-secondary educational institutions attended in the last 90 quarter/60 semester credits of the bachelor's degree, including any transfer credits earned during this time and any post-baccalaureate course work. Applicants with less than a 3.00 GPA must submit official entrance exam test scores, such as GRE or MAT, for further consideration.

- Three letters of recommendation from individuals who have evaluated applicant's academic work or supervised practical experience and are able to assess potential for graduate study. Please limit to one character reference.
- A 400-word essay describing career goals and how the MSAL program (specifically classes and mission) will help the applicant achieve personal goals.
- Professional résumé
- If English is not applicant's native language, official English proficiency scores meeting the university's entrance requirements must be submitted. See policy 2008-01 in Admissions Policies for details.
- Selected candidates will be scheduled for an interview.

Degree Requirements:

Master in Sport Administration and Leadership

The MSAL curriculum will consist of 3-credit courses divided into the key areas of the domain—exploring sport as a discipline (history, sociology); fostering administrative skills (legal, finance, marketing, media, operations, personnel, consumers, and constituencies); nurturing leadership qualities (behaving ethically, and motivating self and staff). Students will take 12 courses (36 credits) over a 2-year period offered as 2 fall courses, 2 winter courses, 1 spring course, and 1 summer course. Students will take a 6-credit internship at their discretion. A total of 3 credits of capstone are required, registration in capstone is required during the final quarter of the program. With permission, students may substitute up to 9 credits of regularly required courses with transfer courses or courses from other SU graduate programs when it is determined that the substitute course work would be more relevant to the student's professional objectives. The pedagogy for the 45-credit degree will be learner-centered, with an emphasis on collaborative learning in small groups.

Sport Foundation: 6 credits

SADL 501	History and Contemporary Issues of Sport.....	3
SADL 502	Social-cultural Basis for Sport	3

Sport Administration: 24 credits

SADL 504	Legal Issues in Sport.....	3
SADL 505	Administrative Control of Sport Organizations.....	3
SADL 506	Strategic Marketing for Sport Organizations.....	3
SADL 507	Media and Sport Information.....	3
SADL 508	Sport Operations and Event Management.....	3
SADL 510	Leading Sport Staff.....	3
SADL 513	Building Sport Constituencies	3
SADL 514	Sport Consumer Behavior.....	3

Sport Leadership: 6 credits

SADL 511	Sport Philosophy and Ethics	3
SADL 512	Psychology of Leadership and Achievement	3

Capstone Integrative Experience: 9 credits

SADL 590	Project and Colloquium	3
SADL 595	Internship.....	6

Minimum credits required for the degree45

Sport Administration and Leadership Courses

- SADL 501 History and Contemporary Issues of Sport..... 3**
Explores the history of sport in America, showing that sport constituted an integral component of the lives of past Americans. Additionally, it addresses how the people of the past thought about sport and engaged in sport before the age of television and big-time professional and college athletics. The historical development of sport in American society from the seventeenth century to the twentieth century conveys how sport both shaped and reflected American history and provides perspective on responding to the current issues sport leaders face in a modern sport world.
- SADL 502 Social-cultural Basis for Sport 3**
Provides a thematic analysis to the social-cultural study of sport. Using techniques drawn from sociology and anthropology, the course examines the interrelationships between sport and other institutions formed by and for human activity. In particular, the course presents information regarding the interaction of sport and with family, religion, race, gender, economics, and politics as well as its interaction with art, literature, theater, film, music and other elements of contemporary American culture.
- SADL 504 Legal Issues in Sport..... 3**
Covers various amateur sports law issues, focusing on regulation of interscholastic, intercollegiate, and Olympic sports. Topics covered include constitutional law, tort law, contract law, Title IX gender discrimination, federal disability discrimination laws, the legal characterization of college athletes, regulatory authority of the National Collegiate Athletic Association, antitrust law, resolution of disputes affecting Olympic sports, trademark and unfair competition law, and regulation of private sports associations. Addresses various legal issues affecting professional sports, including antitrust, labor, contracts, regulation of private associations, player representation, intellectual property and sports broadcasting issues.
- SADL 505 Administrative Control of Sport Organizations..... 3**
Covers basic theory of administrative control of sport organizations. Included are forms of ownership, taxation, financial analysis, feasibility studies, and economic impact studies. Emphasis is placed on: financial analysis, capital structuring, capital budgeting, short and long-term financing including sales, licensing, corporate participation, grant and proposal writing, asset and debt financing.
- SADL 506 Strategic Marketing for Sport Organizations 3**
Presents strategic marketing concepts with applications to sport organizations, both amateur and professional. Topics include promotions and public relations, sport consumer behavior, strategic market planning, marketing information management, marketing communications, sponsorships, media management, public relations, promotions, print and electronic advertising.
- SADL 507 Media and Sport Information 3**
Presents the role of print media (newspapers and magazines), electronic (radio, network television and cable television) and new media (Internet and related digital and interactive technologies) in escalating the interest, coverage, and importance of big-time college and professional sport. Illuminates the roles of media planners, producers, sports information directors, sports journalists, and specialized media-related companies dedicated to marketing, producing and disseminating commercialized sport.

SADL 508 Sport Operations and Event Management 3

Provides an overview to managing sport programs and events. Topics in general operations include identifying characteristics of an effective organization, designing practical management strategies, formulating effective communication processes, and supervising personnel. Topics in event management include establishing logistical plans, site or equipment layouts, schedules and time lines, electronic communications and information systems, procedures for hospitality, housing, registration, transportation and financial disbursement, traffic flow and parking, first aid, disaster and emergency response, spectator locations, restroom and waste facilities, and liaison with reporting and broadcast media, governing bodies, vendors, concessions, planning committees, and volunteers.

SADL 510 Leading Sport Staff..... 3

Covers the key elements for developing a dynamic organizational culture: recruiting, evaluating and selecting, orienting, and training sport personnel. Topics include writing job descriptions, conducting performance evaluations, interpersonal communications, managing change, maintaining positive morale, managing difficult employees, developing a system of rewards, managing stress, creating diversity, and collaborative/participative management style.

SADL 511 Sport Philosophy and Ethics 3

Enables a philosophical discussion about the nature of sport and related concepts in order to clarify its values and practices. Topics include defining play, games, sports, excellence, fair play and sportsmanship. The course also examines deontological, utilitarian, and ethical decision-making and how they affect the perception and conduct of athletes, coaches, and fans. It considers the importance of sport administrators who possess a personal philosophy which includes moral imperatives for fair play; humane treatment of others; and prudent utilization of personal and corporate resources.

SADL 512 Psychology of Leadership and Achievement 3

The course begins by presenting information regarding the recognition, development, and use of the essential attributes of personal achievement including commitment, focus, drive, balance, confidence, courage, risk-taking, and trust. The course then presents the basic concepts of socialization, visionary thinking, and moral decision-making required for leading an organization and the roles of motivation, group dynamics, team building, interpersonal communication and perception, power, and creativity required by participants to form the reciprocal relationship between leaders and those they lead. The course also addresses the notions of greatness and peak performance through discussion of both historical and contemporary models of extraordinary leadership.

SADL 513 Building Sport Constituencies 3

Sport administration involves a delicate balance of understanding and managing a variety of constituents with conflicting priorities. Without a clear process for working with these constituents and the personal skills to manage the process, sport administrators are confronted with increased levels of political risk. This course will identify and describe the various constituencies; define, discuss, and develop a clear understanding of the necessary personal skills for engaging them; and help you create a process to maximize your ability to build the consensus required to support getting things done in the complicated and pressure-filled environment of sport.

SADL 514 Sport Consumer Behavior 3

Presents students with comprehensive coverage of sport spectator consumer behavior with an emphasis on understanding the value of knowledge about the sport consumer and marketing implications. Topics include fan socialization, market segmentation, culture and sub-culture markets, personal values and goals, motivation, personality, decision making, constraints, market demand, confirmation/disconfirmation of expectancies, BIRGing and CORFing, and loyalty.

- SADL 590 Project and Colloquium 1 to 3**
Enables the design and/or implementation of an original product, curriculum, system or other unique addition to the professional world. Project proposals include a clear statement of outcome and benefits, defined procedures, timetable and assessment procedures. The course serves as a culminating activity via a manuscript and oral presentation to invited faculty, students and practitioners. Research and preparation for the manuscript and oral presentation are monitored by faculty advisors. Prerequisite: Completed at least 30 credits.
- SADL 591-593 Special Topics..... 1 to 3**
- SADL 595 Internship..... 1 to 6**
Allows for a leadership opportunity through assigned work experience. Assignments are arranged with local, national or international organizations and include all field specializations. Position descriptions are based on the needs of the cooperating organization. Work hours, calendar, remuneration and related benefits are negotiated. A supervisor/mentor serves as the author of specific assignments and participates in a final evaluation supported by journal and portfolio.
- SADL 596 Independent Study 1 to 6**