

MASTER OF SPORT MANAGEMENT, PLAN C, SPORT MEDIA AND COMMUNICATIONS SPECIALIZATION

SPMT 592 Sport Management Seminar

Program Total Credits: 34-36

A minimum of 34 credits are required to complete this program.

Graduates of the Master of Sport Management, Plan C, Sport Media and Communications 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 Master of Sport Management 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.

Requirements Effective Fall 2021

Code	Title	Credits
Core Required Courses:		
SPMT 523	Communications and Media in Sport	2
SPMT 533	Economics and Data Analytics in Sport	2
SPMT 536	Sport and Communities	2
SPMT 545	Sport Governance and Policy	2
SPMT 560	Sport Law	2
SPMT 562	Sport and Ethics	2
SPMT 572	Sport Organizational Communication	2
SPMT 641	Sport Management Capstone	2
SPMT 687	Sport Management Internship	2-4
Select a minimum of 12 credits from the following JTC electives:		12
JTC 505	Advanced Professional Writing	
JTC 511	Corporate Media Ethics and Issues	
JTC 526	Digital Media Writing and Production	
JTC 540	Corporate Digital Video Editing	
JTC 545	Organizational Media Production	
JTC 550	Public Relations	
JTC 555	Advertising and Marketing Communication	
JTC 560	Managing Communications Systems	
JTC 573	Strategic Digital Communication	
Select a minimum of 4 credits from the following SPMT electives:		4
SPMT 547	Contemporary Sport, Society and Globalization	
SPMT 554	Sport and the Environment	
SPMT 561	Sport Facility and Event Management	
SPMT 568	Sport Marketing	
SPMT 575	Risk Management in Sport	