

MASTER'S IN SPORT BUSINESS

By completing Drexel LeBow's *Master of Science in Sport Business*, you'll leave with more than knowledge from a textbook — you'll also benefit from the University's over 100-year history of experiential education. Through individualized career services and hands-on learning opportunities, such as international residences, internships and industry consulting, you'll develop practical skills that will help you excel in the field.

DEMOGRAPHICS

RANGE OF INCOMING STUDENT WORK EXPERIENCE

Up to 6 years

(Incoming Graduate Student Survey, Nov. 5, 2021)

INDUSTRIES

Arena/Stadium Management
Broadcasting
Business
E-commerce
Marketing and Event Management
Media
Professional Sports
Recreational Sports
Sports Management
Sports Media

CONTACT US

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DEGREE HIGHLIGHTS

Drexel LeBow's MS in Sport Business is a part-time, two-year program available online. Upon completion, you'll leave prepared to lead with experience in your career.

CONCEPTS AND SKILLS

Some of the concepts and skills you'll learn about or develop through our MS in Sport Business include:

- ANALYTICS IN SPORT
- MANAGING TICKET SALES AND BOX OFFICE OPERATIONS
- MEDIA RELATIONS AND COMMUNICATIONS
- MERCHANDISING
- ORGANIZING VARIOUS COMPONENTS OF EVENT MANAGEMENT
- OVERSEEING GAME-DAY OPERATIONS
- PLANNING AND DIRECTING ATHLETIC EVENTS AND ACTIVITIES
- SPONSORSHIPS, ADVERTISEMENTS, CORPORATE HOSPITALITY MANAGEMENT

CUSTOMIZATION OPTIONS

GRADUATE MINORS

Take interrelated graduate-level courses outside of your major graduate program, with examples including minors in Business Analytics, Marketing, Digital Media and Communications

DUAL DEGREE

Earn an MS in Sport Business while also earning another LeBow graduate degree; the College offers the ability to share up to 15 credits between two of its degree programs so you can maximize your time and financial investment

CAREER OUTCOMES

Upon graduation, some job titles you could be eligible for include:

- ATHLETIC DIRECTOR
- INTERCOLLEGIATE ATHLETIC ADMINISTRATOR
- SPORTS AGENT/ADVISOR
- SPORTS MARKETING AND PROMOTIONS MANAGER
- SALARY CAP ANALYST