



## 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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DREXEL UNIVERSITY  
**LeBow**  
College of Business

## DREXEL UNIVERSITY LEBOW COLLEGE OF BUSINESS GRADUATE PROGRAMS

# MASTER'S <sup>IN</sup> 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.

## 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 COMMUNICATIONS MANAGER
- INTERCOLLEGIATE ATHLETIC ADMINISTRATOR
- LIVE EVENTS MANAGER
- SPORTS MARKETING AND PROMOTIONS MANAGER
- SALARY CAP ANALYST