


Getting Ahead of the Game:

Building Your Career in the Sport Business

**With a Master of Education in Sport Administration
from a renowned and top university**





Building a successful career in the sports industry requires passion, knowledge and connections. You know you have the passion but how do you show potential employers that they need you on their team?

UOnline can help you get ahead of the game and become a force in the sports industry.

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The Opportunity

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The profession is so dynamic, it's changing every day. We're living in such an interesting time to get a job in this industry.

Dr Windy Dees,
Associate Professor, MSED in Sport Administration



The sport industry is the SECOND-FASTEST GROWING sector for brands globally.

KPMG.com



The sport industry is predicted to become a \$73.5 billion dollar industry in the United States by 2019

Forbes.com



The sport industry is expected to grow 5.6% globally by 2020

KPMG.com



From 2016 to 2026, job growth is projected to be faster than the average for all occupations

BLS.com



The median salary for athletic directors is \$90.760 (as of May 2016)

BLS.com

Consider Your Career Path:

**Get ahead of the game with a master's from
a university with deep roots in sport.**



If you're looking to gain credibility, break into the sport industry or advance your career, you may want to consider earning a postgraduate degree.

The Master of Education in Sport Administration from the University of Miami is designed for people who are passionate about sport and want to translate their interest into a successful career.

With links to the sport industry, both on and off the field, the program is designed to provide you with knowledge, industry connections and renowned reputation that can help you build a successful career in the sport business.

The Opportunities You Want

Many University of Miami MEd in Sport Administration graduates have successfully turned their passion for sport into a rewarding career.

Graduates work in a variety of roles including collegiate sports, high school athletics, youth sports, non-profit sports organizations, and professional sports teams and leagues.

Many of our graduates have gone on to work with such organizations as:



The tools and connections you need to build a successful career in the sport industry.



An Industry Respected Degree

The program has been designed to prepare the next generation of sport business leaders. Graduates leave the program with industry insights and tools that employers in the industry look for. Whatever your aspirations, from director of athletics to the professional league front office, UOnline can help you get noticed and become a force in the sports industry.

Your Bridge to Heavy Hitters in the Sport Business

The program's connections to the sport industry are unrivaled. The program has deep-rooted relationships to top sporting teams and franchises, as well as to the University of Miami's highly-respected athletic department. Students and graduates have unparalleled opportunities to connect and network with industry leaders; through our annual Sport Industry Conference, the Sport Industry Leadership Council (SILC), our vast alumni network and the faculty's own professional contacts.

Personal Attention and Career Support

Class sizes are kept small to facilitate personal interaction. Faculty have the time to dedicate themselves to helping you succeed in your ultimate goal: breaking into or career advancement within the sport industry. Both the program and faculty's connection to the industry extend throughout Florida, the US and around the world. This extensive network increases your odds of getting an internship or a foot in the door within your desired field – no matter where you are based.

Program Structure



30 credits



20 months

7 weeks per course



**Approx. 15-30 hrs
per week**

**Almost daily
interaction**



**Short breaks
of 1-3 weeks**

The rigorous curriculum combines cutting-edge industry content with assignments grounded in current events, so the curriculum is always relevant to the challenges you will face in the field.

Courses

KIN 601 **Organization and Administration in Sport Programs**

KIN 602 **Fiscal Management in Sport Administration**

KIN 603 **Principles of Sports Marketing**

KIN 604 **Essential Leadership Skills in Sport**

KIN 605 **Sport Sponsorship**

KIN 606 **Ethical Decision Making in Sport**

KIN 607 **Legal Aspects of Sports**

KIN 608 **Globalization in Sport**

KIN 609 **Advanced Sport Information Management**

KIN 620 **Contemporary Issues in Kinesiology and Sport Sciences**

Connect with Industry Leaders

Breaking into the sports industry is not only about what you know or who you know, but who knows you.

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We are great relationship-builders and want to get our students in front of the right people.

Paul Resnick
Senior Lecturer, MEd in Sport Administration



Networking in sports involves building relationships with everyone in the industry; from athletes, to marketers and media personnel, to equipment manufacturers and the individuals on the technology side of the sport, to the people running the sanctioning organizations.

Growing your network is key for professionals seeking to build a career in any industry. Due to the competitive nature of the sports industry, gaining advocates in the industry is crucial. You need to increase the number of people willing to speak on your behalf. If a picture is worth a thousand words, a recommendation from someone in the industry is worth a thousand cold calls and applications.

The MEd in Sport Administration program offers you unique, career building opportunities beyond the online classroom. The program maintains close links with the University's world-famous athletic department, providing first-hand learning experiences in our own backyard, plus much more.

We don't just teach
the business of sport,
we live it – and so can you.



The Expert Faculty

The faculty are dedicated to helping you make the connections you need to get ahead in your career. The University of Miami's Sport Administration faculty are considered influencers in the industry with robust networks and a strong pulse on current events. Department chair Warren Whisenant, PhD, and Associate Professor Windy Dees, PhD, are well-respected experts, with years of experience working with numerous sport organizations. The faculty brings together a diverse mix of academic and research expertise, having studied and taught at some of the most respected universities across the country. All the faculty have worked professionally in the sport industry before joining UM - in roles in collegiate sport, with professional teams, or providing counsel for athletes and agents.

Wherever you are based, the faculty are willing to extend their industry contacts to help you make connections that you could not have made on your own.

The University of Miami's Annual Sport Industry Conference

The University of Miami's annual Sport Industry Conference is the place to meet and network with industry heavy hitters and influencers. Held on the University of Miami campus, past keynote speakers have included Alex Rodriguez, Greg Norman, Jorge and Laura Posada, and ESPN commentator Maria Taylor. Past conferences have covered a range of topics including, legal issues in sports, the rise of athlete activism in the age of social media, and the future of eSports.

Intern and Volunteer Opportunities

Sport Administration students are handpicked for intern and volunteer opportunities that match their career ambitions. The Super Bowl Host Committee and NASCAR Championship directly recruit students from the program for their volunteer positions. The University of Miami SILC also offers students networking and mentoring opportunities. SILC members include a wide range of C-level executives who have decision-making power within their organizations. Any SILC events on campus will be streamed live and recorded for online students to access. And since members are based all over the world, mentorship opportunities are available to students across the globe.

The Expert Faculty

Tywan Martin

Assistant Professor



Prof. Martin previously worked at Indiana University where he earned his bachelor's, master's, and PhD degrees. Dr. Martin's primary research focused on the influence, persuasion, and impact of media messages on consumer behavior across various platforms. In addition to his research and academic background, he has a wealth of experience in the sport industry and student affairs at the collegiate level.

Paul Resnick

Senior Lecturer



Resnick joined the sport administration faculty in the fall of 2009. He has six years' experience working in professional sports, with the Florida Marlins. His duties included overseeing the Florida Marlins Speakers Bureau, Ballpark Buddies for Youth and coordinating the team newsletter and events calendar.

Erin McNary

Clinical Assistant Professor



Prof. McNary received her PhD from Indiana University (IU). She has several years of experience in campus recreation at Arizona State University and University of Texas-San Antonio as well as five years of experience working for a national physical activity and fitness awards program.

Warren Whisenant

Professor and Chair



Prior to UM, Prof. Whisenant was a faculty member and program coordinator at the University of Houston. His research, most of which has focused on gender and organizational issues within interscholastic athletics, has been published widely. His professional background includes over twenty years with Hewitt Associates, KFC-USA, and Frito Lay, Inc.

Windy Dees

Associate Professor



Prof. Dees received her PhD from Texas A&M University. Dr. Dees has been published in a variety of sport and tourism research journals including Sport Marketing Quarterly, Journal of Sponsorship and International Journal of Sport Management. She is well known in the sport industry for her social media presence and in 2016 she was recognized as a top social influencer among sport business professionals.

Susan Mullane

Clinical Associate Professor



Prof. Mullane received her PhD in Higher Education/Sport Administration from the University of Miami. A former student-athlete and Associate Dean of Students, Dr. Mullane has extensive experience in leadership development, training, and student development.

Claire Zovko

Assistant Professor



Prof. Zovko teaches Legal Aspects of Sport. She previously taught at Columbia University and St. John's University School of Law. She is also an attorney with professional and collegiate sports experience, including legal counsel for professional athletes and agents.

The UM Advantage

The Miami Hurricanes have a distinguished history in football, basketball, and many other college sports. The 'Canes are among one of the most decorated teams in college football history and the University boasts near 100% brand awareness in the sports world, both on and off the field. It's not only the winning reputation of its athletes that draws people to UOnline's Master of Education in Sport Administration. The program is one of the only sport management programs with an academic quality that is backed by strong collegiate sports and deep-rooted relationships to top sports franchises.



Benefit from the University of Miami's reputation in sport, regardless of where you live.

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When the opportunity arose to become a Hurricane I decided to take it.

Guy Augustin,
Middle School Teacher, Soccer Coach

By earning a Master of Education in Sport Administration with UOnline, you can enhance your career prospects without putting your life on hold. The online program offers working professionals access to the same high-quality University of Miami education and reputation as the campus degree, combined with the flexibility to choose when and where you study.

Graduates don't only walk away with an industry respected University of Miami degree; they also leave with a lifetime membership to the passionate UM community. The University of Miami has an extensive network of alumni and industry executives throughout Florida and around the world who are willing to connect and work with current students and new alumni.



Interact with Like-Minded Peers

'Canes benefit, not only from the reputation of the University and faculty members but also from their peers and alumni. UOnline attracts professionals from across the industry with a wealth of experience that they bring to the online classroom.

University of Miami students and graduates work in a variety of roles from youth, high school, and collegiate athletics, to non-profit sport organizations and professional sports teams and leagues, and they continue to uphold the reputation of the institution.

Here are some UOnline graduates who are making their mark on the industry.



Marcelo Claudino

class of 2017, is a Brazilian entrepreneur and a founding member of the SILC. He is the founder of TopConsulting and TopSoccer, providing financial, legal, and tax advising to professional athletes in seven different countries. Seeking additional education to work in the global sports industry, and wanting a degree from an American university, Marcelo chose the MEd in Sport Administration program because of the reputation of the University of Miami and its faculty.



Chaisson Allen

class of 2018, spent five years playing professional basketball in Europe before returning to the U.S. and accepting a position as the University of Miami Men's Basketball Player Development Assistant. He chose to enroll in the MEd in Sport Administration to learn more about the industry, and the business and legal aspects of working in college basketball.



Erick Torres

class of 2017, is a Program Manager at Miami Heat. He enrolled in the MEd in Sport Administration to set a good example to his siblings and for professional growth. To Erick, the program emphasized the importance of building interpersonal relationships and maintaining morality and ethics in leadership. He sees his UM degree as a reflection of his own personal brand.



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It creates tremendous opportunities. Professors who have never met you want you to succeed. There is a great support system of staff and sense of community that you become a part of.

Ganesha Johnson
Appointed Athletic Director at Ohio State Lima since graduating

Study Built Around Your Busy Schedule

The online classroom offers you the flexibility and convenience to study when and from where you want. You will participate in lively discussions, hands-on projects and simulations with your peers via the engaging and collaborative online classroom. Though you may be studying online, you will have regular and ongoing contact with the expert faculty through the classroom, email and online open office hours. Your study will quickly become an integral part of your professional life, not just an academic pursuit that you do after work.

Unique Networking Opportunities On and Off-Campus

UOnline students also have access to several face-to-face and online networking opportunities, including the annual Sport Industry Conference, graduation, an on-campus orientation weekend and much more.

Each year, online students have the opportunity to participate in an ethics debate on campus, where they will present current ethical cases in collaboration with campus-based students. The optional student readiness weekend is an opportunity to start your studies off right, by meeting faculty, experiencing the online learning model, and networking with fellow students and university alumni.

How to Apply

You can [start your application online](#), or if you need some advice, you can speak with one of our Enrollment Advisors. They can help you with any questions and guide you through the application process.



GRE Waiver

The GRE is required but may be waived for applicants with 3+ years of post-graduate work experience or active duty military personnel.



Scholarships Available

We recognize talent. If you are awarded a scholarship, you could reduce your tuition by up to 45%. Speak to an Enrollment Advisor to find out more.



Financial Aid

If you live in the USA you may be eligible for a federal loan. We recommend that you complete your Free Application for Federal Student Aid (FAFSA) as soon as possible. [Visit our website](#) or speak to an Enrollment Advisor for more information.



Military Benefits

We are proud to participate in the Yellow Ribbon program and provide military scholarships. Speak to an Enrollment Advisor to find out more.

To submit your application, you will need to provide:

- Transcripts from all the academic institutions you have attended
- Your current professional resume
- A personal statement addressing your interest in the MEd in Sport Administration
- Requisite GRE scores (see note)
- Recommendation letters from two professional sources
- Proof of English language proficiency for international students who do not hold an undergraduate US degree

Are you ready to join
a winning team?

Start your application



If you are interested in learning more about the University of Miami's MEd in Sport Administration, speak to one of our enrollment advisors.



Call 800-411-2290



Schedule an appointment