

COMMUNICATION (SPORTS & ENTERTAINMENT MANAGEMENT CONCENTRATION), MASTER OF ART

The **Sports & Entertainment Management** concentration offers a master's program geared toward creating new media, sports entertainment, and recording industry management professionals prepared to enter a computer-native industry. Our program allows students to gain an in-depth understanding of advanced technologies and a range of skills in audio production, and multimedia production, as well as in management and business.

Admission Requirements

Applicants must meet **all** of the following requirements:

Unconditional Admission

1. Graduate with a four-year baccalaureate degree from an accredited college or university (degrees from institutions outside the U.S. are evaluated for equivalency to U.S. degrees).
2. Possess a grade point average of at least 3.0 in undergraduate studies.
3. Complete satisfactory preparation in the specific discipline or field of study.
4. Attain a score of at least 213 on the TOEFL, if an international student.

Conditional Admission

Students who fail to satisfy the unconditional admission criteria may be admitted on a conditional basis. Under conditional admission, the student must have at least a 2.8 undergraduate grade point average or the undergraduate grade point average within the last thirty-hours (30) of course work must be at least 3.2. Students admitted in this category will be required to meet the unconditional admission criteria by maintaining at least a grade of "B" or better in each course in the first twelve hours of graduate work within the first year of enrollment. Failure to satisfy unconditional admission criteria within the stipulated time will result in the student being dropped from the program. Conditional admits are not eligible for financial aid.

Post- Baccalaureate and Non-Degree Seeking Applicant Policy

1. Applicants are not eligible for financial aid.
2. If admitted as a post- baccalaureate student, the student is required to earn a minimum of 3.5 in those hours they take while in the graduate program in order to be admitted into the program.
3. If admitted with non-degree-seeking status, a student is allowed to take up to six (6) hours only.

SUMMARY

| Code | Title | Hours |
|-------------------------------------|--------------------------|-------|
| Foundation Courses (9 hours) | | |
| COMM 533 | Theory & Process Of Comm | 3 |

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| COMM 534 | Introduction Graduate Research Communication | 3 |
| RTF 510 | Visual Storytelling | 3 |
| Prescribed Courses (9 hours) | | |
| COMM 526 | Introduction : Graduate Studies in Communication | 3 |
| COMM 546 | Qualitative Methods in Comm | 3 |
| or JOUR 505 | Art of Narrative | |
| or COMM 634 | Adv Comm Res Meth | |
| COMM 658 | Masters Comprehensive Exam | 3 |
| or COMM 665 | Graduate Practicum | |
| or COMM 698 | Research Project | |
| or COMM 699 | Master's Project Production | |
| Concentration Courses (12 hours) | | |
| ERIM 501 | Marketing & Promotions in Sports & Entertainment Management | 3 |
| Select 9 hours from the following: | | 9 |
| ERIM 503 | Money, Projects, Sports & Entertainment Management | |
| ERM 510 | Rec Indus Mgmt & Futur Sprt En | |
| or ERM 805 | Curr Trends InnSprt & Ent Mgmt | |
| or ERM 810 | Sprts & Entertain Event Produ | |
| ERIM 800 | Sports & Entertainment Business Structures | |
| Or "ERIM 505 | Sports Talk Radio" | |
| Or "ESPT 505 | ESports Entertainment Cons." | |
| Or "ESPT 510 | Esports Entrepren" | |
| Elective Courses (3 hours) | | |
| Select any School of Communication graduate course | | 3 |
| Total Hours | | 33 |