

Academic Program

The master of science (M.S.) degree in **Sport Venue & Event Management** is a unique, highly specialized 36-credit hour graduate program focused on educational knowledge and skill development. Coursework and experiential learning opportunities have been purposefully designed to train and mentor future professionals to excel in the specialized field of managing multi-purpose sport and entertainment venues and associated event planning.

The newest graduate degree in the David B. Falk College of Sport and Human Dynamics, this degree includes courses taught by faculty from the Falk College's Department of Sport Management and SU's School of Information Studies (iSchool), S.I. Newhouse School of Public Communications, and the Martin J. Whitman School of Management.

Syracuse University's Carrier Dome is the only multi-purpose domed sports facility on a college campus. Master's students will utilize it as a 'living laboratory' to gain hands-on experience. An established network of global partnerships with industry leaders, such as AEG Worldwide, offers unparalleled access and related opportunities to gain valuable training in multipurpose venues and facility and event experiences. SU is one of only three programs in the country whose graduates participate in the AEG Worldwide Facilities Leadership Development Program to train future facilities management personnel.

The M.S. in Sport Venue & Event Management leverages an abundance of experiential opportunities with local sports and entertainment venues by requiring nine credit hours of practicum work. Students will receive formalized training in multi-purpose sport venues and professional and intercollegiate sports, including football, basketball, hockey, lacrosse and indoor soccer, among other events. Students will be exposed to critical skills necessary for managing events ranging from local running competitions and festivals to hosting a Super Bowl, NCAA basketball tournament or World Cup soccer event.

Admissions Requirements

The admissions requirements for this program include an undergraduate degree with a cumulative 3.0 GPA, TOEFL scores (for international applications), undergraduate transcripts, three letters of recommendation, a resume and personal statement. GRE scores are required.

Career Outlook and Opportunities

There is a strong career outlook in the fields of facility and event management and a growing need for professionals trained specifically in this area. The M.S. in Sport Venue & Event Management prepares students for managerial careers in professional and recreational sports and entertainment, including stadium and arena facilities management; production and programming of events; technological operations management; and middle-level management, marketing and planning in the sports and entertainment industries.

Graduate Courses in Sport Venue & Event Management

SPM 614—Foundations of Sport Venue & Event Mgmt.

SPM 624—Sport Facilities Mgmt.

SPM 634—Sport Event & Hospitality Mgmt.

SPM 644—Technologies in Sport Venues

SPM 654—Sport Venue Operations

SPM 664—Financial Mgmt. of Sport Facilities & Events

SPM 670—Experience Credit

Master's students will select electives from the iSchool, Newhouse School and the Whitman School spanning numerous topics including (but not limited to) digital advertising, media law, new media business, operations management, social media in the enterprise, marketing, and supply chain management.

For More Information, Contact:

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