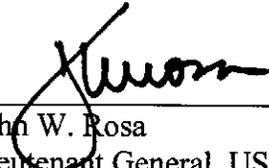
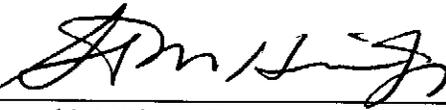


Program Planning Summary
M. S. in Sport Management



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Program Planning Summary
M. S. in Sport Management
Submitted 1 May 2012

Designation as Program Planning Summary and number of credit hours in the program;

The Citadel proposes to offer the M.S. in Sport Management (CIP Code 310504, Sport and Fitness Administration/Management). This degree will require 39 graduate credit hours.

Proposed date of implementation;

It is proposed that The Citadel be allowed to offer this degree effective with the Spring semester of 2013 (January 2013).

Justification of need for the proposed program;

The Citadel was approved to offer the M.Ed. in Health and Physical Education in the 1970s. This was the appropriate degree at that time because most of our students were currently employed certified teachers or coaches seeking profession development opportunities. As the interests of our students changed, so did our curriculum and the objectives of this program. During the 2002-2003 academic year, the Department of Health and Physical Education (HAPE) was renamed the Department of Health, Exercise, and Sport Science (HESS), and the purpose of this graduate program was revised as follows:

"The purpose of the Master of Education program in Physical Education at The Citadel is to provide an exemplary educational environment and experiences leading to advanced skills, knowledge, and attitudes within the domains for human movement and healthful living. The program provides a scholarly approach to the study of the profession for those interested in physical education, health, exercise science, human performance, sport, and wellness. The program also prepares individuals for responsible positions of leadership within the broad field of health, physical education, and sport while maintaining reasonable flexibility for adaptation beyond a specialty area".

At this point, based on the interests of our students, the revisions of our curriculum, and the strengths of our faculty, The Citadel felt that it was prepared to move its program to the M.S. in Health, Exercise, and Sport Science. Since the College of Charleston offered no graduate degree in the areas of Physical Education or Health, Exercise, and Sport Science; because this degree title change would result in no changes in admissions standards, curriculum, or student population; and because this change would simply describe the program and its intent more accurately, The Citadel was approved by CHE to transition from the M.Ed. in Physical Education to the M.S. in Health, Exercise, and

Sport Science (CIP Code 310505 kinesiology and exercise science) effective with the fall of 2004.

The Citadel now finds itself in a similar situation relative to the M.S. in HESS. A significant number of the students who have been admitted into that program realize that their career interests lie more in Sport Management than in Exercise Science, and courses have been added over the years to address some of that interest. In addition, a Graduate Certificate in Sport Management -Sales & Marketing was instituted in the fall of 2009. The interests of these students are being addressed through course substitutions, but the curriculum is in place to offer the students the degree in which they are interested and wish to pursue. With the approval of this request to be allowed to offer the M.S. in Sport Management, these students would be moved to that degree program.

Anticipated program demand and productivity;

We currently have 75-80 students in the M.S. in HESS, and 25 of them are interested in Sport Management and Administration. To address these needs, as well as the needs for the undergraduate sport management program, two half-time visiting faculty members have been added to the HESS faculty.

Data on the M.S. in HESS

	Total Majors	Interested in Sport Management	Degrees Awarded (MAT & MS)
2011-12	95	25	Projected 27
2010-11	68	3	28
2009-10	73	6	24
2008-09	55	0	9
2007-08	53	0	11
2006-07	51	0	27
2005-06	39	0	7

Assessment of extent to which the proposed program duplicates existing programs in the state;

Since The Citadel offers the only state supported graduate program in HESS in the Charleston area, the proposed M.S. in Sport Management will not duplicate any state supported graduate program in this area. The program in MSEM in Sport Management and Entertainment offered by the University of South Carolina, while comparable, is geared more towards the entertainment industry than is the proposed program at The Citadel. The program offered by Winthrop University might be the closest to the program proposed by The Citadel not only in terms of curriculum but also because it is in close proximity of a marketing area with a number of sport organizations and events. However, the Winthrop program is more geared toward fitness, and The Citadel program emphasizes marketing and sales in sport.

Relationship of the proposed program to existing programs at the proposing institution:

The M.S. in Sport Management will continue to share a number of Core Courses with the M.S. in Health, Exercise, and Sport Science and will continue to work closely with The Citadel's School of Business Administration when sharing resources might benefit our students.

Relationship of the proposed program to other institutions via inter-institutional cooperation;

All courses are provided on campus at The Citadel

Outline of curriculum:

(See Attachment A)

Total costs associated with implementing the proposed program (general estimates).

Because this proposal only changes the degree designation for an existing program, there will be no new costs for The Citadel or the State.

Current Costs of offering the M.S. in HESS are estimated as:

1. Faculty: 3.25 FTE required to teach the program
2. Administration: 0.5 FTE required to service this program
3. Estimated Operating/Facility Costs

Faculty	\$235,000
Administration	\$ 12,843
Clerical/Support Personnel	\$ 12,423
Supplies/Materials	<u>\$ 12,317</u>
Total	\$272,583

ATTACHMENT A

CORE REQUIRED COURSES (in current MS in HESS degree)

HESS-540: Research Techniques & Methods of Analyzing Research I	3CR
HESS-560: Research Techniques & Methods of Analyzing Research II	3CR
HESS-518: Sport Marketing	3CR
HESS-523: Admin & Leadership of Exercise & Sport Organizations	3CR
HESS-538: Internship in Sport Management	6CR
HESS-539: Sport Public Relations & Promotions	3CR
HESS-555: Legal Aspects of Sport	3CR

Total Credit Hours for Required Courses: 24CR

ELECTIVES (5 OF THE FOLLOWING COURSES)

HESS-507: Special Problems in HESS	3CR
HESS-511: Special Topics in HESS	3CR
HESS-512: Special Topics in HESS	3CR
HESS-513: Sport Facility & Event Management	3CR
HESS-520: Special Topics in Sport Management	3CR
HESS-521: The Art of Selling in Sport	3CR
HESS-541: Current & Future Trends in HESS	3CR
HESS-542: Practicum in HESS	3CR
HESS-548: Psychology of Sport & Motivation	3CR
HESS-549: Sociological & Cultural Aspects of Sport	3CR
HESS-552: Fundraising for Sport Organizations	3CR
HESS-553: Sport Communication	3CR
HESS-556: Sport Finance	3CR
HESS-557: Economics of Sport	3CR
HESS-558: Advertising in Sport	3CR

Total Credit Hours for Electives: 15CR

Total Credit Hours for Degree: 39CR