

**Coastal Carolina University**

**Conway, South Carolina**

**Proposal to the  
South Carolina Commission on Higher Education  
to establish a  
Master of Science in Sport Management**

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**David A. DeCenzo**

**President**

## PROGRAM PLANNING SUMMARY

### CLASSIFICATION

<b>Program Title:</b>	Master of Science in Sport Management
<b>CIP Code:</b>	31.0504
<b>Designation/Type/Level:</b>	New Master's level sport management degree
<b>Proposed date of implementation:</b>	Fall, 2015
<b>Supplemental STEM Awards:</b>	No
<b>Delivery Mode:</b>	Face-to-Face with Some Blended Online

### JUSTIFICATION

#### **Need for the program within the state:**

The Master of Science in Sport Management meets the unique needs of individuals seeking advancement in career and/or study, or entry into careers in managing sport organizations and agencies. The program will offer a theoretical foundation combined with real-world experiences throughout the curriculum. This coursework will focus on creating a broad-based foundation for the planning, organizing, directing, leading and evaluation of sport organizations, agencies, and facilities.

The sport industry continues to be a large and fast-growing part of the nation's economy. Recent data from the Bureau of Labor and Statistics (2012) indicate sports-related jobs are expected to increase 23% by 2018, a much larger increase than for many other employment sectors. South Carolina, specifically, has experienced rapid and continued growth in the sport industry. Additionally, convention and event planning which extends into the realms of sport management is growing at a rate of 43%. In 2010, the U.S Census Bureau estimated the sport and entertainment industry generated approximately \$189.4 billion in annual revenue. South Carolina generates approximately \$1.4 billion in yearly revenue. Sport events represent an estimated \$132 million in direct spending in the Myrtle Beach area alone ([visitmyrtlebeach.com](http://visitmyrtlebeach.com), 2013). The region has seen widespread expansion in the building of sporting facilities, including four major new sport facilities opening in the last three years in the Myrtle Beach area, representing over \$75 million in new facilities. Furthermore, it is estimated that the Myrtle Beach area generates over \$35 million in sport and sport tourism-related revenue on an annual basis (Beale, 2013).

#### **Relationship of proposed program to existing programs at proposing institution:**

As proposed, the M.S. in Sport Management will interact and interconnect with the existing graduate programs at Coastal Carolina University, most specifically the Master of Business Administration (M.B.A.) and the Master of Education (M.Ed.) in Educational Leadership. This interaction will occur through shared coursework as appropriate and through the ability to individualize educational opportunities for our students based on career goals within the business and educational sectors. For example, a sport management student who desires to work in the front offices of a minor league team may benefit from business coursework accessible in the M.B.A. program and taken as part of the elective requirements in this new M.S. program. Similarly, a student seeking to be a school principle and who is enrolled in the M.Ed. program might access a course in the M.S. Sport Management program in order to increase his/her knowledge of athletics in education and as part of the M.Ed. program requirements as an elective within that program.

#### **Extent to which the proposed program duplicates existing programs in the state:**

Currently, five South Carolina public institutions offer an *undergraduate* major in the "Sport Management" CIP code (31.0504): USC-Columbia, Clemson, Coastal Carolina University, The

Citadel, and Winthrop. There are also three master's-level programs in sport management or sport administration. USC-Columbia offers a "Master of Sport and Entertainment Management (MSEM)." The USC-Columbia program focuses on venue management (e.g. arenas, stadiums, amphitheaters) with an emphasis in event management of sport and entertainment productions. Winthrop University houses a M.S. in Sport and Fitness Administration/Management preparing individuals for fitness/wellness and sport/athletic administration positions. This program uniquely offers a focus in wellness/fitness management, as some of its curriculum is in the exercise sciences. The Citadel offers a M.A. degree in sport management through its 15-hour graduate certificate program in sales and marketing. The proposed Coastal program is located in a geographically different region of the state and will provide a broad-based curriculum to meet the changing needs of the sport industry in the region and state. Regionally, there are unique needs in the areas of sport tourism and sport administration in educational settings (intercollegiate & interscholastic).

Coastal Carolina University's Sport Management program is positioned to offer a professional curriculum to students in a dynamic and growing industry, and in a geographic region ripe with related employment opportunities. Once the program is established, Coastal Carolina University will seek accreditation through the Commission on Sport Management Accreditation (COSMA) which, if successful, would make Coastal Carolina University the only accredited Sport Management master's program in the state of South Carolina.

#### **PROGRAM DEMAND AND PRODUCTIVITY**

Several indicators suggest that demand for this major will be strong. First, in a September 2013 survey conducted by Coastal Carolina University's Office of Institutional Research, Assessment and Analysis, 238 current undergraduate students representing a cross-section of seven different majors responded, and 71.85% (n = 171) of the respondents indicated they would be interested in pursuing a master's degree program in sport management if it were available. Second, enrollment growth in the University's current undergraduate program in Recreation and Sport Management has been steady, growing to over 300 since its inception in 2005. Third, the overall growth (5.94%) of the sport industry nationally has attracted more students to the study of sport (US Census Bureau, 2010). Approximately 2,000 potential students from the University's recruitment regions annually indicate interest in the fields of sport studies and the related fields of kinesiology. The growth in participation rates, combined with the continued growth of the sport industry, supports a future demand for trained individuals in sport management. With the above indicators, the M.S. Sport Management program should see steady enrollments, especially considering the variety of different areas that might be served.

Conservatively, the anticipated enrollment in the program by its fourth year is estimated to reach 30-35 students. The anticipated number of annual completions after the program's fourth year is estimated at approximately 20 graduates.

The proposed program will provide needed opportunities for South Carolinians and/or current Coastal students to stay in-state to pursue graduate study in this discipline. Neighboring states currently have greater capacity to serve these students than does South Carolina. For example, North Carolina has six graduate sport management programs, Tennessee has eight, and Georgia has three. Comparatively, South Carolina has two masters programs (and one certificate program), with none being available in the eastern part of the state. Additionally, the need to provide current Coastal students with in-state graduate program opportunities intersects with the institution's current profile of out-of-state students. For example, students from New York and Pennsylvania account for approximately 12% of CCU's enrollment (2012, *CCU Fact Book*). These two states have a high capacity for sport management graduate students with thirteen and

twelve graduate sport management programs, respectively. On the other hand, New Jersey and Maryland, which provide Coastal with approximately 14% of its undergraduate enrollment (2012, *CCU Fact Book*) offer only one graduate program, combined, in Sport Management. Given the documented high undergraduate student interest in the proposed Coastal program, it is logical to assume that, with the increase in the state's capacity to serve students in this discipline, some of Coastal's out-of-state students would opt to remain in South Carolina for graduate study and contribute to the state's intellectual capital. The program may also attract South Carolina residents who now seek degrees in adjacent states with higher capacity (NC, TN, GA). Finally, given the recently approved USC-Columbia Ph.D. program in Sport Management, both USC and the state would seemingly benefit from an additional program that increases the potential pool of highly qualified South Carolina applicants for doctoral study in this area.

### **EMPLOYMENT OPPORTUNITIES for GRADUATES**

The proposed program will appeal to individuals seeking specialized leadership and management positions in sport settings. Job titles may include, but are not limited to: sport information directors, compliance officers, academic athletic advisors, marketing and promotion directors, media relations, public relations, facility managers, operations directors, ticket managers, assistant athletic/associate athletic directors and athletic directors. Also, the program will provide research and public service in high demand areas indigenous to our community and region (e.g. sport tourism, minor league sports, school-based athletics, etc.).

Coastal Carolina University is geographically unique as there are eighteen top minor league sport markets within a five-hour radius of the University (*Sport Business Journal*, 2013). Additionally, there are thirty-three professional sport teams within a 500 mile radius. These professional and minor league organizations have expressed a need for highly trained individuals who understand the complexities of managing the sport product.

Moreover, there is also a need for sport managers in educational settings, and data from collegiate athletic administration organizations also support the need for this program. In a groundbreaking study in 2006, Acosta and Carpenter stated that within member institutions of the National Collegiate Athletic Association (NCAA), administrative positions have grown by 50% in the last twenty years. Intercollegiate administrative positions have grown 17.5% since 2000. In the most recent data stemming from the U.S Bureau of Labor Statistics, athletics director positions are predicted to grow at a rate of 30% over the next decade, which is much faster job growth than most employment sectors. Of the 1,067 colleges and universities affiliated with the NCAA, each maintains an average of four (4) athletic administrators. Other intercollegiate athletic associations include the National Association of Intercollegiate Athletics (NAIA), the National Junior College Athletic Association (NJCAA), and the National Christian College Athletic Association (NCCA). Furthermore, in South Carolina, there are twenty-four (24) colleges or universities which are members of the NCAA, and this grows to 101 when combined with neighboring North Carolina and Georgia.

Each of these institutions averages approximately seven (7) athletic administrators to oversee its programs. A recent review of these positions shows that most of these positions require or prefer a master's degree in sport management or a related field. There are a combined 175 institutions of higher learning that participate in college athletics at some level within South Carolina, North Carolina and Georgia. In terms of interscholastic sport, recent data found that participation in high school sports reached an all-time high of 7,713,577 student-athletes during the 2012-13 school year (NFHS, 2013). The continued growth at all levels of sport indicates a steady demand for competent, well- trained sport managers.

## **CURRICULUM**

The proposed curriculum will align with national standards outlined by the Commission on Sport Management Accreditation (COSMA) and will require thirty-six (36) credit hours of required coursework. The curriculum will include 9-12 hours of elective coursework to align with specific student career goals (in educational, professional and tourism areas, etc.) and/or interface with related graduate programs. In addition to completing a comprehensive exit exam, students will elect to complete a capstone experience either in research (thesis) or in an approved field experience (internship). The program's required coursework will be directly related to the study of, and the advancement in, the sport industry and will include the coursework listed below.

### Core Courses (21-24 credits)

The Sport Industry	(3 Credits)
Introduction to Research Methods in Sport	(3 Credits)
Leadership Theory and Application in Sport Settings	(3 Credits)
Facility and Sport Venue Operations	(3 Credits)
Revenue Generation and Fiscal Management in Sport	(3 Credits)
Legal Issues in the Sport Industry	(3 Credits)
Governance and Policy in Sport	(3 Credits)
Understanding Sport Fan Behavior	(3 Credits)

Approved Electives (Aligning with Career Goals) (6-9 credits)

Capstone: Research Thesis or Approved Internship (3-6 credits)

## **ARTICULATION AND INTER-INSTITUTIONAL COOPERATION**

Coastal Carolina University is interested in developing cooperative relationships with other institutions in the state. The current Recreation and Sport Management faculty have established a record of collaborative work with other individuals and programs, and it is expected that the new program would experience similar efforts. Certainly, graduates from this program would be encouraged to explore more advanced degrees offered by S.C. institutions, when appropriate.

## **ESTIMATE OF COSTS**

The proposed program can be served, in part, by the existing undergraduate program in Recreation and Sport Management. There is a projected need to hire one new tenure-track faculty member to support the program during the first year and a second new tenure-track faculty member during the second year. Each new hire will cost an estimated \$55,000 - \$65,000. Much of the library costs are already in place, with minimal cost to expand holdings over five years (approximately \$5,000) expected. After the third year of the program, pursuit of accreditation will require \$1,800 per year in membership dues and an accreditation fee of \$3,500 for a three-year accreditation. Conservative enrollment projections indicate that the costs for this new program will be covered by tuition generated by the program. No additional funds for this program are being requested from the state.