

SPORT MANAGEMENT (M.S.) - COACHING & ATHLETIC ADMINISTRATION (NON- THESIS)

Important: This degree plan is effective for those starting this degree program in fall 2025 through summer 2026. This degree plan will remain in effect for students who do not break enrollment or who do not change degree programs, concentrations, or cognates.

Code	Title	Hours
Core Courses		
SMGT 501	Social Issues in Sport Management	3
SMGT 502	Sport Marketing and Public Relations	3
SMGT 503	Ethics in Sport	3
SMGT 504	Foundations of Sport Outreach	3
SMGT 505	Legal Issues in Sport	3
SMGT 506	Economics and Financial Management of Sport	3
SMGT 520	Understanding Research in Sport, Recreation, and Tourism	3
Total Hours		21
Coaching & Athletic Administration Non-Thesis Cognate		
SMGT 621	Advanced Coaching Theory	3
SMGT 622	Strategic Sport Management	3
SMGT 623	Sport Governance	3
SMGT 699	Internship ¹	6
Total Hours		15

¹ SMGT 699 is a variable course of 3-6 credit hours. Students will have the option of taking SMGT 699 two times, for 3 credits each time, or one time for 6 hours. The student must complete 6 hours total internship for graduation.

All applicable prerequisites must be met

Graduation Requirements

- Complete 36 hours
- A maximum of 50% of the program hours may be transferred if approved and allowable, including credit from an earned degree from Liberty University on the same academic level
- 3.0 GPA
- No more than two grades of C may be applied to the degree (includes grades of C+ & C-)
- No grade of D or below may be applied to the degree (includes grades of D+ & D-)
- Degree must be completed within 5 years
- Submission of Degree Completion Application must be completed within the last semester of a student's anticipated graduation date

Program Offered in Resident & Online Format Course Sequence

Course	Title	Hours
First Semester		
SMGT 501	Social Issues in Sport Management	3
SMGT 502	Sport Marketing and Public Relations	3
SMGT 520	Understanding Research in Sport, Recreation, and Tourism	3
Hours		9
Second Semester		
SMGT 503	Ethics in Sport	3
SMGT 504	Foundations of Sport Outreach	3
SMGT 505	Legal Issues in Sport	3
Hours		9
Third Semester		
SMGT 506	Economics and Financial Management of Sport	3
SMGT 621	Advanced Coaching Theory	3
SMGT 622	Strategic Sport Management	3
Hours		9
Fourth Semester		
SMGT 623	Sport Governance	3
SMGT 699	Internship ¹	6
Hours		9
Total Hours		36

¹ SMGT 699 is a variable course of 3-6 credit hours. Students will have the option of taking SMGT 699 two times, for 3 credits each time, or one time for 6 hours. The student must complete 6 hours total internship for graduation.