

## Shaping the Next Generation of Leaders in the Global Sports Industry

The Master of Professional Studies in Sports Industry Management at Georgetown University offers aspiring professionals the tools they need to launch their careers in the sports industry. Featuring a creative and hands-on curriculum, the program provides students with a comprehensive understanding of the business of sports and equips them with a practical skill set that primes them for success in any facet of the industry. Students engage with executives and practitioners in the classroom while gaining valuable experience through internships, travel abroad opportunities, and networking events outside of class.

### PARTNERSHIP OPPORTUNITIES

#### Internships

Students can hone their abilities and establish lifelong connections by taking advantage of internship opportunities from the program's numerous partners, including:

- Comcast
- Georgetown Athletics
- Monumental Sports & Entertainment
- Octagon
- Washington Nationals
- Washington Redskins

#### Externships

The program also offers externships—courses designed to give students hands-on experience with prominent industry events and projects. These courses are ideal for students who cannot participate in an internship but still want to practice their skills in the real world. Past externship opportunities have included the Citi Open Tennis Tournament, FOX Sports University, and Washington Redskins Gameday Operations.

### FACULTY

The SIM faculty is composed of more than 80 industry executives and practitioners who bring notable experience and expertise into the classroom. Current faculty members include:

#### Abe Frank

Managing Director of  
Government Relations, NCAA

#### Karen Irish

Associate Director, Government Relations  
U.S. Olympic Committee

#### Kurt Kehl

Senior Vice President, Corporate  
Communications, Monumental Sports &  
Entertainment/Washington Capitals

#### Nicola Murphy

Director of Marketing, Athlete and  
Property Management, Octagon

#### Ahmad Nassar

Vice President of Business and  
Legal Affairs, NFL Players Association

#### Tommy Shepard

Senior Vice President,  
Basketball Operations  
Washington Wizards

#### Amy Minniti

Deputy General Counsel  
Washington Nationals

#### Kirsten Seckler

Chief Marketing Officer  
Special Olympics

See the SIM website for a complete listing of faculty.



### CURRICULUM

The master's degree requires 30 total credits to complete. Full-time students are able to take a maximum of 12 credits in one semester and typically complete the program within one to two years. While the one-year format is possible, the average time it takes students to complete the degree is four semesters.

#### Core Courses (Required)

9 credits

- Applied Ethics and Governance in Sports
- Sports Leadership and Management
- Social Responsibility, Diversity, and Globalization in Sports

#### Concentrations

12 credits

##### Strategic Marketing, Communication, and Digital Media

- Strategic Sports Marketing
- Sports Communications and Public Relations
- Sports Digital Media and Consumer Engagement
- Sports Sales, Sponsorship, and Revenue Development

##### Business, Management, and Operations

- Sports Business and Finance
- Sports Law, Contracts, and Negotiation
- Sports Event Planning and Facility Management
- Sports Economics and Global Brand Management

#### Electives: Internships I and II

6 credits

Students can complete up to two internships or choose from a variety of elective and externship courses to satisfy their elective requirements. This includes international immersion trips—offered annually—and credits earned through coursework in a different concentration track.

#### Capstone (Required)

3 credits

This culminating project gives students the opportunity to take an in-depth look at a topic of their choosing in order to demonstrate and apply the knowledge they gained throughout the program.

EARN YOUR  
MASTER'S DEGREE IN  
Sports Industry  
Management

#### APPLICATION DEADLINES

Visit our admissions page for more information about application deadlines and applying online.

#### TUITION

Educational expenses are assessed each semester based on the number of credits for which you are registered. Visit our website for current tuition rates.

#### FOR APPLICATION INFORMATION AND TO APPLY, VISIT:

[scs.georgetown.edu/mastersinsim](https://scs.georgetown.edu/mastersinsim)

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