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. Students engage with industry 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 that integrate hands-on learning experiences—which have given students unique access to prominent industry organizations, teams, events, and projects. Externships include 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 Sheppard**
  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. Students are able to take a maximum of 12 credits in one semester and typically complete the program within one to two years.

**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
  - Sports Marketing Strategy
  - 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.

**Capstone (Required)** 3 credits
This culminating project demonstrates a student’s applied knowledge gained throughout the program.