



**MAA 510      Management and Leadership in Sport and Athletic Administration      3 cr.**

This course examines contemporary theories related to management and leadership and their applications to athletic administration. Emphasis will be given to the wide array of management practices and how leadership theory can explain the evolution of a strong mission, strategic plan, and the cultivation of human resources. This course will discuss various skills, roles and functions of athletic administrators in the secondary school and collegiate settings.

**MAA 515      Application of Marketing Principles in Sport and Athletic Administration      3 cr.**

Students will explore the importance of effectively marketing sport and athletics to target populations. The course includes the study of the marketing mix as product, place, promotion, public relations, and price to understand the marketing of sport as a unique enterprise. The relationship between sport and consumer behavior will be examined. Students will also develop their own marketing plan in the athletic administration program. In addition, we will be utilizing case studies in order to simulate decision making in athletic administration.

**MAA 520      Legal Issues in Sports and Athletic Administration      3 cr.**

This course is a survey of the various applications of contract, tort, intellectual property, constitutional, and administrative laws to the growing and complex field of sport management with a perspective toward risk management, contract negotiation, product liability professional and collegiate leagues, and marketing.

**MAA 532A      Concepts and Issues in Athletic Administration for Secondary Schools      3 cr.**

With a concentration at the secondary level, this course highlights the daily operations of the athletic director's office, detailing job responsibilities, complexities and challenges that impact a school system's interscholastic sports and extra-curricular program.

**MAA 532B      Concepts and Issues in Athletic Administration for College Level      3 cr.**

This course is designed to give students the opportunity to study the administration process in intercollegiate athletics. Students will study the operation for the effective organization and administration of intercollegiate athletic programs. Emphasis will be placed on the problems, forces, and issues shaping intercollegiate athletic administration. Included will be discussion of management and management styles, office management, policies and procedures, eligibility, transportation issues, time management, and scheduling.

**MAA 565      Financial Issues in Sports and Athletic Administration      3 cr.**

This course integrates the theories of finance, economics, and accounting for the successful implementation of athletic programs. Students will learn about current financial issues in athletic administration while learning tools to manage and operate a fiscally sound athletic program. Advanced topics include organizational budgeting, financial strategies, and financial forecasting and problem solving.

**MAA 570      Communication in Sport      3 cr.**

This course will provide an historical analysis of media and its impact on society. Emphasis will be placed on communication strategies athletic administrators may employ to enhance media and community relations. Discussions and analysis of sport cinema, television, and electronic and print media will focus on how they impact athletic administrators and athletes at the secondary school and collegiate settings.

**MAA 582      Research Methods in Sport and Athletic Administration      3 cr.**

Students will explore research topics in the disciplines of athletic administration, understand how research methods can be utilized to form theories, learn how to critically review the published literatures, and write a comprehensive literature review that can be incorporated into a sport management capstone project.

**MAA 585      Sport and Management Administration Event Planning      3 cr.**

This course is designed to provide students with knowledge about the specialized field of event management and techniques and strategies required for planning, promotion, implementation, and evaluation of sport-related contests and special events.

**MAA 587      Facilities Design and Construction      3 cr.**

The course will introduce the sport facility life-cycle concepts of strategic planning, design-development, construction delivery systems, financing, and operations. Students will develop a case statement and a request for proposal for sport industry segments: a private sports club, an interscholastic, intercollegiate, or professional sport program, or a recreational enterprise.

**MAA 588A&B      Sport Management Practicum      6 cr.**

The practicum is an intensive 200-hour field experience in which students apply management theory to the work environment and explore viable career paths in sport management. A 14-week period of full-time engagement is required of each student who is supervised by faculty and professionals in the field. Students also attend six on-campus seminars that require participation in group discussions and the completion of a minimum of four written assignments.

**MAA 590A&B      Athletic Administration Capstone Project I & II      6 cr.**

This course requires the student to study a topic of their own choice, discuss their progress with the class and deliver a final paper that meets the following criteria: 1) makes an argument, describes or summarizes a position that is unique, original, or which directly applied to the student, 2) uses primary sources or applies to a primary organization as much as possible 3) conforms to the style and format of academic writing following Endicott College guide- lines and 4) allows a student to demonstrate competencies gained from the courses completed in the Athletic Administration program.

For more information and schedules please contact:

**Elizabeth Otto**

Assistant Director of Graduate Programs

978-998-7754 | [eotto@endicott.edu](mailto:eotto@endicott.edu)