



MARK H. McCORMACK
Department of Sport Management



THE BUSINESS SCHOOL FOR SPORT BUSINESS™

Graduate Programs of the Mark H. McCormack
Department of Sport Management
at the Isenberg School of Management



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ABOUT OUR PROGRAM

FOUR DECADES OF SPORT MANAGEMENT SUCCESS

The field of sport management is thriving, creating a driving demand for sport-business-trained executives. For more than 40 years, the Mark H. McCormack Department of Sport Management has educated and trained leaders in this field through our cutting-edge mix of theory and practice. A rare example of a sport management department housed within a nationally ranked business school, our program is recognized as one of the finest in the world.



WHAT GOT US TO THE TOP:



WORLD-CLASS FACULTY

We have the country's largest full-time, tenure-track faculty, devoted to preparing you for a career in a broad range of sport industry segments. You will acquire real-world experience from our classes in areas that include sport marketing, market research, sales promotion, and sport analytics. Our faculty create a veritable sports think-tank, introducing you to tomorrow's opportunities today.



DRIVEN AND DIVERSE STUDENTS

We seek out students who are not only demonstrated leaders but also team players who will thrive in our program's collaborative, team-driven environment. Our students bring diverse educational backgrounds, prior work experience (both sport and non-sport-related), and future career interests. The program's appeal is worldwide. On average, 30% of our students come from countries outside the United States.



AN INSTANT NETWORK

Our online directory of more than 3,500 alumni provides you with immediate access to a vast network of connections throughout the sport industry. We also regularly host sport-industry leaders as guest speakers and through our Executive-in-Residence program, providing you with an unparalleled opportunity to network with the key players in the sport industry.



FLEXIBLE DEGREE PROGRAMS

We offer both a one-year Master of Science in Sport Management and a two-year MBA/MS in Sport Management (our "dual degree"). The right program can make a significant difference in your career in the sport industry, and having both options in one school offers you a distinct advantage.

"Whether you already have sport industry experience or are seeking to make a career change, we welcome candidates who have the passion, perseverance, and commitment to become leaders in the sport management industry."



—Steve McKelvey, Graduate Program Director and Associate Professor, McCormack Department of Sport Management



MBA consulting project team with Under Armour executives

OUR EDUCATIONAL PHILOSOPHY

LEARN FROM THE REAL WORLD

Experiential learning lies at the core of our educational philosophy. In most of our courses (typically limited to fewer than 25 students), the theory taught in the classroom is supplemented by real-world projects that give you a chance to work with peers to solve actual business challenges. You'll gain expertise in sport-related fields ranging from law and finance to applied market research and analytics.

The diversity of our curriculum and alumni network results in our graduate students moving into leadership positions in a broad range of industry segments, including professional leagues and teams, college athletics, sponsorship and marketing agency consulting, Olympic and related amateur athletics, talent representation, facility management, event management and sport market research.



In addition to a superb classroom experience, the Mark H. McCormack Department of Sport Management at Isenberg provides students with a plethora of opportunities outside of the classroom to prepare us for the industry. In my two years I was able to attend networking events, conferences, earn an internship, meet industry leaders, and work on a team of advisors for three major sports businesses."

—Katie Saylor, MBA/MS '14



Hands-on Experience

INTERN IN THE FIELD

All graduate students are required to complete a three-month internship in the field. Recent internship placements include Octagon, Boston Celtics, Wake Forest University, Turnkey Sports & Entertainment, Harvard University, USA Rugby, Yahoo Sports, Fenway Sports Management, and Reebok.

PITCH IDEAS TO OCTAGON

Sport Marketing students are assigned a real-life challenge by Octagon, one of the premiere sports marketing agencies in the world. Recently, Shell asked our students to develop a "disruptive" sport marketing strategy to launch their new premium gasoline, a program with a budget of \$1,000,000. Groups prepared a full marketing plan and presented their proposals to the agency and the client. Past projects have included a campaign to increase awareness and sales of a new line of trading cards and a plan to leverage the sponsorship of a prominent sport-apparel manufacturer.

CONSULT FOR SPORTS BUSINESSES

Dual degree students culminate their MBA degree with a three-month Consulting Project, working in teams to tackle various strategic management issues for highly regarded clients in the sport industry. Students spend the spring semester interacting directly with their clients, visiting the clients' offices, attending their major sports events, and ultimately presenting their recommendations and solutions to executive teams. Participating organizations include Under Armour, MLB International, VISA, the Metro Atlantic Athletic Association (MAAC), 47 Brand, The Basketball Hall of Fame, Michael Phelps Swim School, Bank of America, and UMass Athletics.

APPLY AND PRESENT RESEARCH

Our many experiential-learning-based classes provide opportunities for students to present market-research findings and to develop and present sport-themed retail promotions to a wide range of sport organizations and companies including UMass Athletics, Friendly's Restaurants, Timex, Pepsi, and Poland Springs.

ALUMNI NETWORK

OUR GRADUATES ARE EVERYWHERE

Thanks to our more than four decades in the sport management business, no program has a more extensive and distinguished alumni network than the McCormack Department of Sport Management. Why is this important? Because sport management is an industry premised on alumni networks, connections, and “who you know.” Our online database of more than 3,500 influential alumni gives our graduate students immediate access to the key decision makers in the sport industry. More importantly, our alumni are employed across a broad range of sport industry segments representing a wide variety of job opportunities. Our program counts nine alumni who have been honored with the prestigious Forty Under 40 Awards from *SportsBusiness Journal*—more than any other sport management program in the world.

McCORMACK ALUMNI FORTY UNDER 40 WINNERS

- **WOODIE DIXON, PAC-12 CONFERENCE**
- **AMY GLEESON, VISA, INC.**
- **ZAILEEN JANMOHAMED, GRM MARKETING**
- **BURKE MAGNUS, ESPN**
- **WADE MARTIN, POWDR CORPORATION**
- **HOWIE NUCHOW, CREATIVE ARTISTS AGENCY (CAA)**
- **JEFF PRICE, PGA OF AMERICA**
- **JEFFREY POLLACK, SAN DIEGO CHARGERS**
- **DAVID WRIGHT, MINOR LEAGUE BASEBALL (MILB)**



Alumni breakfast at 2016 NACDA Conference



Alumni networking event at Washington Nationals Baseball Game



ALUMNI STORY

Following a six-month internship at Fenway Sports Group, in Boston, Kellen Williams '14 MS was hired as a manager of talent marketing by fellow alumnus Russ Spielman '92 BS, co-founder of The Legacy Agency in New York City. In addition to prospecting sponsorship deals for the firm's many Major League Baseball clients, Williams also works in business development.

McCORMACK EXECUTIVE-IN-RESIDENCE PROGRAM

LEARN FROM INDUSTRY LEADERS

Each fall, our Executive-in-Residence (EiR) program brings a high-profile sport industry executive to campus, providing students with an insider's perspective into the challenges and rewards of the sport management business. In addition to delivering the McCormack Sport Innovators lecture, the EiR visits classrooms, attends roundtables with students, and participates in the McCormack Collection Oral History Project.

Beyond being an extraordinary opportunity to see and hear from industry icons, the Executive-in-Residence program is designed to foster uniquely meaningful relationships, the kind that make a lasting impact on your future career and life.

“Our residency program is about intimacy: sport management and marketing innovators spending quality time with students in forums, in the classroom, in break-out sessions, at dinner, one-on-one. It provides both the students and our guests a chance to get to know each other as people as well as professionals.”

—Dr. Janet Fink, McCormack Department Chair

RECENT EiRS



SONNY VACCARO Former Sport Marketing Executive, Nike, Adidas and Reebok



STACEY ALLASTER
Chief Executive, USTA,
Former Chairman & CEO, WTA



VAL ACKERMAN Commissioner, Big East Conference



GEORGE BODENHEIMER
Former ESPN President



MIKE SLIVE Former Southeastern Conference (SEC) Commissioner



PETER CARLISLE Octagon Managing Director of Olympic and Action Sports

OUR FACULTY

MEET THE SPORT MANAGEMENT TEAM

They are top research scholars, industry experts, and outstanding professors, and together the members of the McCormack team comprise the largest full-time tenure-track faculty for sport management in the country. Our faculty take a vested interest in the professional development and career advancement of each and every graduate student.



Todd Crossett
Sport and Gender, Sport and Race



Elizabeth Delia
Consumer Behavior, Applied Sport Marketing Research



Janet Fink
Marketing of Female Athletes, Sports Consumer Behavior



Matthew Katz
Sport Consumer Behavior, Sport Marketing



Tony Lachowetz
Cause Related Marketing, Corporate Sales and Customer Retention



Neil Longley
Sport Economics, Sport Finance



Lisa Masteralexis
Labor Relations in the Sport Industry, Sport Agencies



Mark McDonald
Sport Leadership, Sport Event Management



Steve McKelvey
Legal Issues in Sport Marketing, Athlete Right of Publicity, Sponsorship Consulting



Nicole Melton
Diversity and Inclusion in Sport, Strategic Diversity Management in Sport Organizations



Emily Must
Stadium Development and Public Policy, Sport Analytics



Will Norton
Digital Marketing, Sponsorship Strategy



Nefertiti Walker
Diversity and Inclusion in Sports Organizations, Organizational Behavior in Sport



MS vs MBA/MS DUAL DEGREE

CHOOSING THE PROGRAM THAT'S RIGHT FOR YOU

The McCormack Department of Sport Management offers two graduate degree options:

MASTER OF SCIENCE IN SPORT MANAGEMENT

Through course work and a wealth of experiential-learning-based projects, you'll gain an in-depth understanding of business in the sport industry across a multitude of topic areas.

Credits required: 35

Typical time for completion: 1 year

Course offerings include: Sport and the Law, Applied Sport Marketing Research, Socio-Historical Foundations of Modern Sport, Sport Organizational Behavior & Development, Sport Finance, Sport Economics, Sport Promotion & Sales, Strategic Management Issues in Sport, Sport Analytics, Collegiate Athletics

MASTER OF SCIENCE IN SPORT MANAGEMENT/MASTER OF BUSINESS ADMINISTRATION (DUAL DEGREE)

A high-energy, high-intensity program that will give you command over your career, readying you to become a business leader in the sport industry.

Credits required: 72 (35 for the MS, 37 for the MBA)

Typical time for completion: 24 to 27 months, depending on the type of internship taken

Course offerings include: Strategic Information Management, Financial and Managerial Accounting, Human Resource Management, Business Intelligence (Analytics), Managerial Problem Solving, Operations Management, Marketing Strategy, Corporate Finance, Organizational Strategy, Business Data Analysis and Statistical Methods

OUR COMMITMENT TO DIVERSITY

WE CULTIVATE AN INTERNATIONAL PERSPECTIVE

The McCormack Department of Sport Management promotes and values diversity in all its forms. Each year, some 30 percent of our graduates hail from countries outside of the United States. Recent classes have included students from Canada, Brazil, Austria, China, India, Switzerland, Korea, and Japan—helping create a rich educational environment and offering students new perspective on their varying sport systems and cultural experiences. Additionally, we embrace diversity in educational and sport backgrounds, as well as in career interests and aspirations.



CAREER-ENHANCING RESOURCES

LAUNCHING YOUR CAREER

Our experiential-based curriculum, engaging faculty, and expansive alumni network will prepare you to become a leader in a broad range of sport industry segments. But our program doesn't stop there. Through mentoring and career-development resources, we help you showcase your knowledge and skills to build your career. Every faculty member in the McCormack Department of Sport Management takes a vested interest in the job placement and career development of our graduate students. The quality of our department is reflected in our exceptional record of success. Over the past four years, 92% of our graduates were placed into full-time sport industry positions within three months of graduation.



RECENT PLACEMENTS



Danielle Byrd '16 MBA/MS

Upon graduating, Danielle was hired as an account manager at Octagon, a leading sport marketing firm, where she assists in the strategic management of one of the company's major sport sponsorship accounts, Bank of America.



Brittany Antozzi '15 MBA/MS

Brittany took a position as an event coordinator at the Richmond International Raceway in Virginia, the first step toward her goal of an executive leadership position in the event and facility management industry.

PROFESSIONAL DEVELOPMENT SEMINAR

Each fall our Professional Development Seminar prepares students for the job search process and exposes students to opportunities within the many sport industry segments by presenting an extensive program of guest speakers. Additionally, each semester, students travel on professional development "road trips" to meet and network with sport organizations and executives in the Boston and New York markets.

GRAD MENTOR PROGRAM

All graduate students are partnered for the year with mentors in the sport industry, alumni who share their time, expertise, and insights to help prepare students for success in their career. Through monthly Skypes, shadowing days, resume advice, and job recommendations, students and mentors often develop the lasting relationships that have become the hallmark of our alumni network.

COMPREHENSIVE CAREER SUPPORT

The Chase Career Center provides personalized job search strategies and one-on-one counseling to help students secure a career that fits their goals. Additionally, the center maintains a subscription to TeamworkOnline.com, the country's leading job posting site, and provides complimentary access for all students. Over the past four years, no other sport management program has placed more undergraduate and graduate students in full-time jobs via TeamworkOnline.



OUR LOCATION

LIFE IN THE PIONEER VALLEY—AND BEYOND

The University of Massachusetts Amherst campus is nestled among a thriving, multicultural community in the scenic Pioneer Valley of Western Massachusetts. The area is renowned for its natural beauty, outstanding quality of life, and top-flight recreational options—mountain and road biking, alpine and Nordic skiing, and trail running and hiking, among them—all within easy access to Boston, Springfield, Hartford, and New York.



LOCAL FOOD

The sidewalks of Amherst and nearby Northampton are lined with limitless options for grabbing a quick bite or lingering over a four-course dinner. Whether your choice is a small cafe, artisan bakery, ethnic eatery, casual microbrewery, or upscale restaurant, the area chefs are clearly inspired by living in one of the country's preeminent agricultural regions.

YEAR-ROUND RECREATION

The Amherst area enjoys the benefits of all four New England seasons: snowy winters, colorful springs, hot summers, and, most famously, incredibly vibrant autumns. Hikers, bikers, skiers, and snowboarders are never more than a half-hour from their next adrenaline rush. On campus, the newly built 120,000-square-foot UMass Recreation Center is equipped with weights, and offers fitness classes, an indoor jogging track, and a wellness center. Our graduate students regularly compete in a variety of intramural sports.

CONVENIENT NETWORKING

One of the chief benefits of attending the McCormack sport management program is our proximity to the hub of the sport industry. We reside within a three-hour drive of all the major professional sport headquarters, as well as major sport marketing and sponsorship consulting agencies, sport broadcasting companies, sporting goods companies, a host of college conference headquarters, and hundreds of professional sports teams and university athletic programs. This provides our students with convenient access to networking opportunities with industry executives.

INSPIRING CULTURE

Long a home to poets, artists, musicians, and academics, the Amherst area continues to attract a citizenry of forward-thinkers and free spirits, fueling a unique entrepreneurial culture and strong support for local businesses.

ADMISSIONS

ARE YOU READY TO APPLY?

Admission to our MS in Sport Management program is highly competitive. Your academic history, GMAT or GRE performance, motivation, aptitude for graduate-level work, and managerial experience are all taken into consideration. Candidates with at least two years of full-time work experience are preferred.

APPLICATION REQUIREMENTS

- Completed graduate school application. Register to apply online at umass.edu/gradschool/admissions
- Official copy of transcripts of all universities/colleges attended
- GMAT or GRE (unless you have a J.D. from an accredited U.S. or Canadian law school)
- Personal statement
- At least two letters of recommendation (up to four are accepted)
- Resume/CV
- TOEFL score (for international applicants only)
- Application fee

APPLICATION DEADLINE: FEBRUARY 1

Applicants must apply by February 1, but supporting application materials can be submitted after this date. Applications are reviewed on a rolling basis and we strongly recommend that completed applications be submitted well in advance of the deadline.

FINANCIAL AID AND GRADUATE ASSISTANTSHIPS

To apply for graduate financial aid, you should fill out the Free Application for Federal Student Aid (FAFSA) and file it with the UMass Amherst Graduate Financial Aid office. Graduate assistantships are available for students accepted into the program. Most graduate assistantships include a waiver of tuition and curriculum fees, and a stipend (\$5,300 as of 2016) in each semester for a 10-hour-per-week position. All dual-degree students are guaranteed at least one year of graduate-assistantship funding and most M.S. grad students receive at least one semester. When invited for an admissions interview, more information will be provided regarding the selection process for assistantships. You can also visit the Graduate Assistant Office website at umass.edu/gradschool/funding-support/graduate-assistantship-office.

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Apply: isenberg.umass.edu/sportmasters/apply

UMassAmherst

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