

## Curriculum and Courses

The program consists of 30 graduate units: 10 courses of 3 units. The program course requirements are: core courses (two courses), sport management courses (four courses), electives (two courses) internship course and a master's project.

The full time student can complete the Master's Degree in 2-3 semesters.

Depending on course load taken, and prior Kinesiology courses within the student's undergraduate degree, it is possible to complete the 30 unit Master's degree in one academic year.

Most graduate classes are held Mon-Fri at either 4pm or 7pm.

### **PROGRAM OF STUDY: Non-Thesis Option PLAN B (non thesis option)**

#### **M.A Kinesiology CONCENTRATION: Sport Management 30 Units**

##### Foundation units

Those students admitted to the program without a Kinesiology baccalaureate degree, Major or Minor, will be required to complete a maximum of 12 units of foundation coursework as assigned by the Graduate Coordinator.

##### Core Research Courses (6 units)

KIN 250	Fundamentals of Quantitative Research	3 units
KIN 251	Fundamentals of Qualitative Research	3 units

##### Graduate Sport Management Courses (15 units)

KIN 281	Legal and Ethical Aspects of Sport	3 units	SPRING ONLY
KIN 282	Marketing and Social Aspects of Sport	3 units	FALL ONLY
KIN 283	Management, Leadership and Comm. in Sport	3 units	FALL ONLY
KIN 284	Financial Aspects of Sport	3 units	SPRING ONLY
KIN 280	Advanced Fieldwork in Sport Management	3 units	

**Electives (6 units)** Electives will be individually selected based on the students career path, and be undertaken most likely from the Business School.

		<b>6 units</b>

**Special Project – 3 credits.** The culminating piece of the Masters Program will either be a Thesis or Special Project. The KIN 298 course - three unit special project could include: the creation of a web site; in-depth review of literature; business plans; facility feasibility studies; marketing plan, or any other project deemed suitable by the advisor.

KIN 298	Special Project	3 credits
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## Typical Course Schedule

### Suggested Course Schedule for a Four Semester Completion:

<u>Semester One (Fall)</u>	<u>Semester Two (Spring)</u>
KIN 282 – Sport Marketing	KIN 251 – Core Class: Qualitative Research
KIN 283 – Sport Management & Leadership	KIN 281 - Sport Law
Elective One	KIN 284 - Sport Finance

<u>Semester Three (Fall)</u>	<u>Semester Four (Spring)</u>
KIN 250 – Core Class: Quantitative Research	KIN 280 – Sport Management Internship
Elective Two	KIN 298 – Culminating Special Project
	<b><i>NOTE: these two classes can be completed without residing in San Jose.</i></b>

### Suggested Course Schedule for a Three Semester Completion:

**NOTE: Two semesters MUST be completed in residence.**

<u>Semester One (Fall)</u>	<u>Semester Two (Spring)</u>
KIN 282 – Sport Marketing	KIN 250 – Core Class: Quantitative Research
KIN 283 – Sport Management & Leadership	KIN 281 - Sport Law
Elective One	KIN 284 - Sport Finance
KIN 251 – Core Class: Qualitative Research	Elective Two

<u>Semester Three (Fall)</u>
KIN 280 – Sport Management Internship
KIN 298 – Culminating Special Project
<b><i>NOTE: these two classes can be completed without residing in San Jose.</i></b>

## Program Director: Dr. Sonja Lilienthal, PhD

Dr. Lilienthal has been directing the Sport Management program for four years and has taught sport management at the University of Florida, University of Canberra (Australia) and at the Hong Kong Sports Institute and has many practical experiences in sport management. She has worked in venue management at Penn State, Ohio State, at the 1996 Atlanta Olympic Games, and most recently worked at the 2004 US Olympic Trials for Rhythmic Gymnastics as the Volunteer Coordinator. Sonja is the author of a book entitled “Newtown Tarts: A History of the Sydney University Women’s Sports Association” detailing the unique beginnings of women’s collegiate sport in Australia and in particular, The University of Sydney (Australia’s oldest university). Dr. Lilienthal has also worked in the corporate world: customer relationship management for the Fosters Brewing Company and as the National Trainer for America Online (Australia).

### Research Interests

Service quality and customer satisfaction, specifically consumer complaining behavior and how service breakdown and service recovery impacts customer satisfaction in sport and fitness settings.

Dr. Lilienthal has served on the following national boards:

- National Association for Sport and Physical Education (NASPE) Sport Management Council (SMC)
- National Association for Girls & Women in Sport (NAGWS): VP Marketing
- North American Society for Sport Management (NASSM): Executive Committee.

Educational Background

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| • B.Ed (Hons) Human Movement | The University of Sydney          |
| • M.S. Sport Management      | The Pennsylvania State University |
| • Ph.D. Sport Management     | The Ohio State University         |