THE UNIVERSITY OF ALABAMA

Resolution

Granting Approval of and Permission to Submit to the Alabama Commission on Higher Education (ACHE) a Notification of Intent to Submit a Proposal (NISP) for a Master of Science (M.S.) degree in Sport Management (CIP Code 31.0504) in the College of Human Environmental Sciences

WHEREAS, for many years the College of Human Environmental Sciences (HES) has offered graduate coursework related to Sport Management; and

WHEREAS, enrollment in HES courses related to Sport Management has grown by 21% over the past five years; and

WHEREAS, a degree program in Sport Management will provide students recognition on their diploma and transcript of achieving expertise in the subject area; and

WHEREAS, the market demand continues to grow for careers in sport operations, sport tourism, sport logistics, and sport sales and marketing; and

WHEREAS, this program builds on the widely recognized skills and expertise of the current faculty and current course offerings; and

WHEREAS, current resources support the Master of Science in Sport Management;

NOW, THEREFORE, BE IT RESOLVED by the Board of Trustees of The University of Alabama that it grants approval of and permission to submit to the Alabama Commission on Higher Education (ACHE) a Notification of Intent to Submit a Proposal (NISP) for a Master of Science (M.S.) degree in Sport Management (CIP Code 31.0504) in the College of Human Environmental Sciences at The University of Alabama.
NOTIFICATION OF INTENT TO SUBMIT A PROPOSAL (NISP) FOR A NEW PROGRAM OF INSTRUCTION

1. **Institution:** The University of Alabama

2. **Date of NISP Submission:** February 2023

3. **Contact Person and Title:** Andre Denham
   Associate Dean, Graduate School
   Telephone: 205-348-1731
   E-mail: adenham@ua.edu

4. **Program Identification:**
   Award Level: Graduate
   Title: Sport Management
   Degree nomenclature (e.g., MBA, BS): MS
   6-digit CIP: 31.0504

5. **Program Administration and Implementation:**
   Name of College/ School: College of Human Environmental Sciences
   Name of Dean: Stuart Usdan
   Name of Department: Human Nutrition and Hospitality Management
   Name of Chairperson: Kristi Crowe-White
   Proposed program implementation date: Fall 2024
   Anticipated ACHE meeting to vote on proposal: June 2023
   Anticipated date of approval from institutional governing board: June 2023
   Other considerations for timing and approval (e.g., upcoming SACSCOC review): N/A
6. Program Design:

Brief Description of Program and Objectives:

The Sport Management (M.S.) program will prepare students for employment and careers in athletics, sport tourism, entertainment, and sport hospitality operation settings. The primary objective of the program is to prepare students for advanced positions in the sport industry. The curriculum will emphasize strategic skills related to marketing, sales, financial data, and operations management in the sports industry. These skills are needed to successfully operate sport venues and sport businesses, from both the consumer and management perspective.

The department already offers a concentration in Sport Hospitality within the existing Hospitality Management (M.S.) program. However, the proposed program in Sport Management will more fully prepare students for leadership roles in the sport industry job market in comparison to having a concentration in Sport Hospitality. The Sport Management (M.S.) program will also provide unique learning and professional opportunities that align with The University of Alabama’s mission to advance the university through teaching, research, and service.

As such, graduates of the Sports Management (M.S.) Program at The University of Alabama will be able to:

1. Produce an innovative marketing plan for a multifaceted sporting event.
2. Analyze operational issues to support managerial decisions that will meet organizational objectives.
3. Interpret financial data to recommend a strategy for improvement.
4. Synthesize peer review literature to evaluate leadership concepts applied in the industry.

Proposed delivery format (100% in-person, 100% online, hybrid, multiple formats):

multiple formats: 1. 100% online; and 2. hybrid (40% online and 60% in-person)

If hybrid, what % of program will be delivered online? 40%

If multiple formats, which ones?

We are proposing two formats:

1. 100% online program in Sport Management M.S.
2. 60% in-person and 40% online program Sport Management M.S.

Total Credit Hours required to complete the program (if range, enter minimum): 30
Please identify any specialized accreditation agency that may apply to this program and explain why your institution does or does not intend to seek specialized accreditation.

The Commission on Sport Management Accreditation (COSMA) is a specialized accrediting body for Sport Management programs worldwide. COSMA requires a program be established for a minimum of 1 year before the accreditation process can be initiated. It is our intent to seek COSMA accreditation at that time.

Will the curriculum require work-based or experiential learning (internship, practicum, etc.)? If yes, please explain.

The proposed program will require students to complete an immersive practical experience in the sport industry. The University of Alabama has standing relationships with sport venues and sport organizations, such as REVELxp, Progressive Stadium, USFL, Alabama Athletics, Bryant Denny Stadium, and Mercedes-Benz Stadium, where students will gain industry experience.

Will the program be designed to meet educational requirements licensure and/or certification required for entry-level employment? If yes, please list license and/or certification(s).

No

7. Employment Occupational Alignment

Using the federal Standard Occupational Code (SOC) System, please indicate the top three occupational codes related to post-graduation employment from the program.

SOC 1 (Required) - Entertainers and Performers, Sports and Related Workers 27-2099

SOC 2 (Optional) - Personal Service Managers, All Other; Entertainment and Recreation Managers, Except Gambling; and Managers, All Other 11-9198

SOC 3 (optional) – General and operations managers 11-1021

8. Relationship to other programs within the institution:

Is the proposed program associated with any existing offerings, including options within current degree programs? If yes, please explain. If this is a graduate program, please list any existing undergraduate programs which are directly or indirectly related. If this is a doctoral program, also list related master's programs.

Relationship to the Graduate Hospitality Management Program
Currently, Hospitality Management offers a concentration in Sport Hospitality. This concentration will remain part of the Hospitality Management program for those students who want a broader Hospitality Management degree with a sport focus.

Relationship to the Undergraduate Hospitality Management Program

A Sport Management (B.S.) program has been proposed, received final approval from ACHE and the Board of Trustees, and will be implemented in Fall 2023. The creation of the graduate program in Sport Management will allow undergraduate students an opportunity to continue with their education at the graduate level. Currently, there is an Accelerated Master's Program (AMP) in Hospitality Management. Many students in the current Sport, Entertainment, & Event concentration within the Hospitality Management undergraduate major apply to and transition into the Sport Hospitality master's concentration. With the creation of both the Sport Management (B.S.) and Sport Management (M.S.) programs, students will have options for both undergraduate and graduate studies in this field.

Relationship to the College of Education - Kinesiology

The College of Human Environmental Sciences and the College of Education agree that the proposed Sport Management program will serve students best by offering a Sport Management graduate program in the College of Human Environmental Sciences. The College of Education will not be offering coursework in sport administration and management within their Kinesiology (MA) degree program.

Will this program replace any existing programs or specializations, options, or concentrations within existing programs? If yes, please explain.

No. The proposed program will not replace any other program.

9. Relationship to programs at other Alabama public institutions:

List programs at the same degree level that use the same or similar CIP codes. If no similar programs exist within Alabama, please list similar programs offered within the 16 SREB states.

Listed below are the ACHE-approved Sport Management programs in Alabama with the CIP Code of 31.0504. Although several universities offer online programs in Sport Management, UA and Troy University will be the only schools offering both on-campus and online programs

1. Jacksonville State University - M.S. in Sport Management (online) - N/A
2. Troy University - M.S. in Sport Management (online and on-campus)
3. University of North Alabama - M.S. in Sport and Recreation Management (online)
4. University of South Alabama - M.S. in Sport Management (online)

5. University of West Alabama - M.S. in Sport Management (online)

If the proposed program duplicates, closely resembles, or is similar to any other offerings in the state, please provide justification for any potential duplication.

1. Jacksonville State University - M.S. in Sport Management (online) - N/A

Justification: JSU program is approved for a non-professional Educator Certification and a Professional Educator Certification. The University of Alabama Sport Management (M.S.) program will not seek approval for educational certifications. In addition, the proposed UA curriculum has a business focus and offers more courses than a certification program offers.

2. Troy University - M.S. in Sport Management (online and on-campus)

Justification: Although there will be some duplication in courses being offered, it is not anticipated that the two programs will be competing for the same students. The University of Alabama currently attracts many students who either participate in sports and/or have a goal of having a career in the sport industry. In addition, The University of Alabama’s well-established relationships with sport facilities and sport organizations have provided and will continue to provide opportunities for students in our sport management programs. Both Troy University and The University of Alabama have had successful sport programs for several years with both online and on-campus courses. We do not anticipate this changing with the establishment of the graduate Sport Management program at The University of Alabama since most students who would have entered the Sport Hospitality concentration, will transition to the Sport Management program.

3. University of North Alabama - M.S. Sport and Recreation Management (online)

Justification: The University of Alabama will offer an online program, as well as an on-campus program. There may be limited duplication in courses as The University of Alabama’s program focuses on sport business rather than recreation. UA courses will provide a strong business foundation applied to the sport industry.

4. University of South Alabama - M.S. in Sport Management (online)

Justification: The University of Alabama will offer both an online program and an on-campus program. Although there will be some duplication in courses being offered, it is not anticipated that the two programs will be competing for the same students. The University of Alabama currently attracts many students who either participate in sports and/or have a goal of having a career in the sport industry. In addition, The University of Alabama’s well-established relationships with sport facilities and sport organizations
have provided and will continue to provide opportunities for students in our sport management programs.

5. University of West Alabama - M.S. in Sport Management (online)

Justification: The University of Alabama will offer an online program, as well as an on-campus program. Although there will be some duplication in courses being offered, it is not anticipated that the two programs will be competing for the same students. The University of Alabama currently attracts many students who either participate in sports and/or have a goal of having a career in the sport industry. In addition, The University of Alabama’s well-established relationships with sport facilities and sport organizations have provided and will continue to provide opportunities for students in our sport management programs. The University of Alabama will offer courses that will provide a solid business foundation applied to the sport industry.

If you plan to explore program collaboration with other institutions, please explain.

We do not plan to collaborate with any other institution at this time but would welcome the opportunity to discuss potential options.

10. Projected program demand
What is the primary methodology you will use to determine the level of student demand for this program? (Survey of current or former students, enrollments in existing programs or courses)

The primary methodologies used to determine demand for the program will be to survey current students enrolled in the Sport Hospitality concentration, present enrollment numbers in sport classes over the past year, and survey academic advisors in Hospitality Management and Athletics. The purpose of surveying current Sport Hospitality students is to determine if they would have preferred a M.S. in Sport Management instead of the Sport Hospitality concentration in Hospitality Management (M.S.), if it had been offered. Past enrollment numbers in the existing Sport Hospitality courses show an increase in demand for sport courses. Surveying both hospitality management advisors and athletic advisors will determine if students have specifically inquired about a graduate degree program in Sport Management.

What is the primary methodology you will use to determine state need for this program? (Labor market information, expert market analysis, state or regional economic development strategy)

The primary methodology used to determine state need is labor market information, e.g., jobs posted on teamworkonline.com, jobsinsports.com and state and regional economic impact numbers.
THE UNIVERSITY OF ALABAMA

Resolution

Granting Initial Approval of and Permission to Submit to the Alabama Commission on Higher Education (ACHE) a Proposal for a Master of Science (M.S.) degree in Sport Management (CIP Code 31.0504) in the College of Human Environmental Sciences

WHEREAS, the Board of Trustees approved the Notification of Intent to Submit a Proposal (NISP) for the Sport Management (M.S.) program on February 3, 2023; and

WHEREAS, for many years the College of Human Environmental Sciences has offered graduate coursework related to Sport Management; and

WHEREAS, the collection of courses related to Sport Management has documented an enrollment growth rate of 21% over the past five years; and

WHEREAS, a degree program in Sport Management will provide students recognition on their diploma and transcript of achieving expertise in the subject area; and

WHEREAS, the market demand continues to grow and sustain students interested in pursuing careers in sport operations, sport tourism, sport logistics, and sport sales and marketing; and

WHEREAS, this program builds on the widely recognized skills and expertise of the current faculty and on current course offerings; and

WHEREAS, current resources support the Master of Science (M.S.) in Sport Management;

NOW, THEREFORE, BE IT RESOLVED by the Board of Trustees of The University of Alabama that it grants initial approval of and permission to submit to the Alabama Commission on Higher Education (ACHE) a Proposal for a Master of Science (M.S.) degree in Sport Management (CIP Code 31.0504) in the College of Human Environmental Sciences at The University of Alabama.
The University of Alabama System Outline for New Program Proposal (Supplement)

1. Executive Summary

The University of Alabama (UA) seeks to offer a Master of Science (M.S.) degree in Sport Management in the Department of Human Nutrition and Hospitality Management in the College of Human Environmental Sciences (CHES). UA has a national and international reputation for its outstanding collegiate sport programs. This reputation attracts athletes as well as students who are interested in the management of operations, events, facilities, and other related positions in the sport industry. UA’s proposed Sport Management (M.S.) and the Sport Management (B.S.), which was approved by the Board of Trustees on September 16, 2022, and will be implemented in Fall 2023, will support UA’s mission and strategic plan to attract and retain top students.

Existing faculty with terminal degrees in Sport Management are productive in research. In addition, current faculty are well connected to the sport industry and are passionate about student success. The proposal for the Sport Management (M.S.) has been in the development stages for five years, beginning with a concentration in Sport Hospitality under the Hospitality Management (M.S.). The concentration in this related area of study allowed UA to gauge the viability of a full degree program, and time to foster industry relationships, establish a competitive curriculum, and create a foundation for a strong sustainable academic program.

The 2019 Economic Impact Report of Alabama provides an indication of the impact the sport industry has on the state of Alabama. For the first time in 2019, visitors to the state of Alabama paid more than one billion dollars in taxes to state and local governments. About 28 million tourists spent $16.8 billion, with a large percentage of this revenue generated through sports activities throughout the state. From a national perspective, the sport industry is a thriving $552.8 billion dollar industry (Plunkett Research), demonstrating an on-going need for industry experts and professionals. Globally, the sport industry is a $1.3 trillion dollar market. According to the Bureau Labor of Statistics (BLS), the employment in entertainment and sports occupations is projected to increase by 22 percent through 2030, which is a much faster than the average for all occupations.

2. Steps taken to determine if other UA System institutions might be interested in collaborating in the program

Currently, there is not a plan to collaborate with other institutions. However, collaboration with other programs and institutions may be explored in the future.
3. Desegregation impact statement

The Department of Human Nutrition and Hospitality Management and CHES are committed to enhancing the diversity of its academic programs. CHES maintain a diverse faculty, with 31.6% of faculty from ethnically diverse backgrounds (other than Caucasian American) and representing five different cultures. CHES advertises available faculty positions in journals with high readerships from under-represented cultures in order to further enhance our faculty diversity. The departments graduate program director uses the McNair Scholarship list supplied by the Graduate School to identify students who may be interested in pursuing graduate education and reaches out to these potential students directly to provide them with program information and potential scholarship opportunities. Additionally, the departmental website includes specific information about the department’s undergraduate and graduate programs and specific faculty contact information in efforts to increase applications from out-of-state, international, and/or underrepresented students.

4. Summary of consultant's comments (if any) - N/A

5. Summary of other campuses' comments (if any) - N/A

6. Other pertinent information as needed (if any) - N/A
M.S. Sport Management Completion Plan
Distance Program (Non-Thesis Option Other possible substitutions with approval:)

First Semester – 12 credit hours
RHM 521 Hospitality Law
RHM 555 Sport Sales and Entrepreneurship
RHM 561 Marketing Sales and Public Relations
HES 509 Research Methods

Second Semester – 12 credit hours
RHM 551 Sport Properties and Venue Management
RHM 559 International Strategies in Sports
RHM 575 Financial Management and Hospitality Operations
Elective

Third Semester – 6 credit hours
Elective
Elective

M.S. Sport Management Completion Plan
Main Campus Program (Non-Thesis Option)

First Semester – 12 credit hours
RHM 521 Hospitality Law
RHM 555 Sport Sales and Entrepreneurship
HES 509 Research Methods
RHM 561 Marketing Sales and Public Relations

Second Semester – 12 credit hours
RHM 551 Sport Properties and Venue Management
RHM 559 International Strategies in Sports
RHM 575 Financial Management and Hospitality Operations
Elective

**Third Semester – 6 credit hours**
Elective
Elective

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**M.S. Sport Management Completion Plan**

**Main Campus Program (Thesis Option)**

**First Semester – 12 credit hours**
RHM 521 Hospitality Law
RHM 555 Sport Sales and Entrepreneurship
RHM 561 Marketing Sales and Public Relations
HES 509 Research Methods

**Second Semester – 12 credit hours**
RHM 551 Sport Properties and Venue Management
RHM 559 International Strategies in Sports
RHM 575 Financial Management and Hospitality Operations
RHM 599 Research Hours (3)

**Third Semester – 6 credit hours**
RHM 599 Research Hours (3)
Elective
PROPOSAL FOR A NEW DEGREE PROGRAM (Part 1: Proposal)

Program level: Graduate

Proposal type: Degree Program

Full program name and level: Sport Management, Master's

Degree nomenclature (e.g., MBA, BS): Master of Science (MS)

CIP Code: 31.0504

Name of Department: Human Nutrition and Hospitality Management

Name of College/School: College of Human Environmental Sciences

Institution: The University of Alabama

Institutional Contact Person: Andre Denham

Title: Associate Dean, Graduate School

Telephone: 205-348-1731

Email: adenham@ua.edu

Proposed Delivery Method: Main Campus and Online

Date of Proposal Submission: June 2023

Proposed Program Implementation Date: 08/01/2024

Name of Dean: Stuart Usdan

Name of Chair: Kristi Crowe-White
A. Program Purpose and Description

In no more than one paragraph describe the purpose of the proposed program. Please also include a brief statement regarding how the program’s purpose is related to the University’s mission and goals.

Sport Management is the study of business functions that deal with the administration of sport organizations, sporting events, and community, collegiate, and professional team operations. Sport Management involves but is not limited to: venue and team operations; ticket sales; risk management and assessment; fan experience creation; contract negotiations; NCAA and professional sports rules and regulation compliance; marketing; and sales. To this point, instruction in this field at The University of Alabama (UA) has taken place within the Sport Hospitality concentration within the broader Hospitality Management (M.S.) program. The proposed program, Sport Management (M.S.), will continue to prepare students for leadership positions in athletics, venue operations, sport team operations, sport marketing, sport sponsorship and sales, and sport analytics. The proposed program will provide unique learning and research opportunities that will contribute to the body of knowledge in the discipline of Sport Management and improve the lives of individuals, families, and communities. This aligns with UA’s mission to advance the intellectual and social condition of the people of the state, the nation and the world.

Please describe how the program’s purpose is related to the mission and goals of the college and department.

Using a combination of hands-on learning and specifically designed courses that address foundational concepts of sport management, along with current issues and best practices, the proposed program will meet the goals of the college and department by preparing students to serve in management and leadership roles that will make an impact in the sport industry and in the communities in which graduates live. The mission of the College of Human Environmental Sciences is “to empower individuals with knowledge and skills to bring about positive change” and to “prepare a new generation of professionals with a shared goal of improving lives of individuals, families, and communities.” The proposed Sport Management (M.S.) program supports the College’s mission as well as the similar mission of the Department of Human Nutrition and Hospitality Management.

B. Learning Outcome and Program Review

Succinctly list at least four (4) but no more than seven (7) of the most prominent student learning outcomes of the program.

Graduates of the Sport Management (M.S.) Program at The University of Alabama will be able to:

1. Produce an innovative marketing plan for a multifaceted sporting event.
2. Analyze operational issues to support managerial decisions that will meet organizational objectives.
3. Interpret financial data to recommend a strategy for improvement.
4. Synthesize peer review literature to evaluate leadership concepts applied in the industry.

C. Accreditation

If there is a recognized (USDE or CHEA) or other specialized accreditation agency for this program, please identify the agency and explain why you do or not plan to seek accreditation. If there is no accrediting or similar body for this degree program state as such in your response.

The Commission on Sport Management Accreditation (COSMA) is a specialized accrediting body for Sport Management programs worldwide. COSMA requires a program be established for a minimum of one year before the accreditation process can be initiated. UA intends to seek COSMA accreditation when appropriate to do so.

D. Employment Outcomes and Program Demand

1. Please describe how the proposed program prepares graduates to seek employment in the occupations (SOC codes) identified within the NISP. Note: you may also indicate any updates to those codes here.

**SOC 1 (Required) - 27-2099** Entertainers and Performers, Sports and Related Workers

All entertainers and performers, sports and related workers not listed separately.

**SOC 2 (Optional) - 11-9198** Personal Service Managers, All Other; Entertainment and Recreation Managers, Except Gambling; and Managers, All Other

This occupation includes the 2018 SOC occupations 11-9072 Entertainment and Recreation Managers, Except Gambling (Plan, direct, or coordinate entertainment and recreational activities and operations of a recreational facility, including cruise ships and parks.); 11-9179 Personal Service Managers, All Other; and 11-9199 Managers, All Other; and the 2010 SOC occupation 11-9199 Managers, All Other.

**SOC 3 (optional) – 11-1021** General and operations managers

Plan, direct, or coordinate the operations of public or private sector organizations, overseeing multiple departments or locations. Duties and responsibilities include formulating policies, managing daily operations, and planning the use of materials and human resources, but are too diverse and general in nature to be
classified in any one functional area of management or administration, such as personnel, purchasing, or administrative services. Usually manage through subordinate supervisors.

The proposed Sport Management (M.S.) program will prepare graduates for employment opportunities in the sport industry by offering students a chance to meet and network with sport professionals to gain an understanding of the expectations in the sport industry, by having students take required courses that will establish a business foundation of the sport industry, and through multiple assignment that will enhance students' critical thinking and communication skills.

2. Explain whether further education/training is required for graduates of the proposed program to gain entry-level employment in the occupations you have selected.

No further education or training is required for graduates of the proposed program to gain entry-level employment.

3. Briefly describe how the program fulfills a specific industry or employment need for the State of Alabama. As appropriate, you should discuss alignment with Alabama's Statewide or Regional Lists of In-Demand Occupations (available at https://ache.edu/Instruction.aspx under “Policy/Guidance”) or with emerging industries as identified by Alabama’s Innovation Commission or the Economic Development Partnership of Alabama (EDPA).

The primary methodologies used to determine state need were labor market information and state and regional economic impact numbers as indicated below.

A. TeamWorkOnline data suggest positive job growth with 2,305 jobs posted in the Southeast. Although the data are not distributed by state, Alabama jobs are included in this statistic. Mid-Atlantic job postings were 1,639 jobs, while 1,219 posted in Texas. Sales, marketing, and facility operations comprise of the largest types of job postings. There are 1,349 jobs posted on Teamwork Online for the position as Manager, Director, and Vice President/General Manager. The qualifications for these positions do not specifically require a master's degree; however, the skills, knowledge and analytical requirements for these positions are strengthened for candidates in the master's program. These data were generated May 20th, 2022.

B. The United Nations World Tourism Organization says, “Tourism and sports are interrelated and complementary. Sports – as a professional, amateur or leisure activity – involves a considerable amount of traveling to play and compete in different destinations”. Sports tourism is one of the fastest growing sectors in tourism. More and more tourists are interested in sport activities during their trips, regardless of whether sports are the main objective of travel. Having well-trained
leaders to plan and execute effective and well-run sporting events would help draw tourists and their dollars to the state. Because of our strong business-based curriculum with a focus on building relationships in the sport industry the graduates of our M.S. in Sport Management degree program would be prepared to lead this charge and make a strong contribution to the economic health of the state.

a. The Alabama Tourism Impact Report for 2022 has not yet been released at the time of writing this proposal; however, Governor Kay Ivey pointed out how championship football has become a tourist draw in the state and was estimated to have an economic impact of over $200 million for Alabama football for the 2022 season. This estimated impact does not include other collegiate sports, NASCAR, the Robert Trent Jones Golf Trail, and Birmingham Squadrions to name a few. (https://www.cbs42.com/sports/alabama/tourism-experts-estimate-over-200-million-economic-impact-for-alabama-football-this-season/)

b. During a 3-month period in 2021, sport tourism in the Huntsville area produced more than $10.3 million in economic impact, with a variety of long-standing events, long-awaited debuts and events that were shifted from other locations. Highlights during that period, beginning in mid-March, were the Southeastern Conference Gymnastics Championship, the U.S. Paralympics Cycling Open and the debuts of the Huntsville Championship PGA Korn Ferry Tour event and the Rocket City Trash Pandas minor league baseball team. eSource: https://www.huntsville.org/articles/post/sports-tourism-brings-more-than-10-million-in-economic-impact-to-huntsville/

4. Please describe how you will determine whether graduates are successful in obtaining relevant employment or pursuing further study.

An alumni survey will be sent out to graduates of the program every other year to assess employment status. In addition, as part of a required class assignment, students will be asked to create a LinkedIn profile and join the program’s graduate group where they can post their employment updates, and network among peers in a professional manner.

5. Briefly describe evidence of student demand for the program, including enrollments in related coursework at your institution if applicable. If a survey of student interest was conducted, please briefly describe the survey instrument, number and percentage of respondents, and summary of results.
Evidence of student demand for the proposed program is provided in the following four ways: (1) past enrollment in the Sport Hospitality concentration, (2) past enrollment in the current graduate sport management courses, (3) survey of academic advisors in athletics and current Sport Hospitality advisors, (4) survey of current undergraduate Hospitality Management students.

1. Enrollment in the Sport Hospitality concentration.

The following enrollment figures from Fall 2020 to Spring 2022 provide evidence of student demand for the proposed master's degree in Sport Management. This information was provided by UA's Office of Institutional Research and Assessment. The enrollment per class is also provided.

Sport Hospitality Concentration enrollments by semester
- Fall 2020 - 20
- Spring 2021 - 30
- Summer 2021 - 32
- Fall 2021 - 58
- Spring 2022 - 68
- Summer 2022 – 40
- Fall 2022 – 63
- Spring 2023 – 71

2. Enrollment in current graduate Sport Management courses.

RHM 551 Sport Properties and Venue Management
- Fall 2021 – 30
- Spring 2022 – 50
- Fall 2022 – 40
- Spring 2023 – 36

RHM 555 Sports Sales and Entrepreneurship
- Fall 2021 – did not offer
- Spring 2022 – 50
- Fall 2022 – 60 (2 sections)
- Spring 2023 – 34

RHM 559 International Strategies in Sports
- Fall 2021 – 34
- Spring 2022 – 37
- Fall 2022 – did not offer
- Spring 2023 – 41

RHM 560 Fellowship in Sport Business Management
- Fall 2021 – 10
- Spring 2022 – 17
• Fall 2022 – not offered
• Spring 2023 – 41

RHM 561 Marketing, Sales and PR in Sport
• Fall 2021 – 38
• Spring 2022 – not offered
• Fall 2022 – 34
• Spring 2023 – Only offered to accommodate 2 students who needed it to graduate.

RHM 575 Sport & Hospitality Financial Management
• Fall 2021 – 35
• Spring 2022 – 36
• Fall 2022 – 50
• Spring 2023 – 28

3. Survey of academic advisors in athletics and current Sport Hospitality advisors.
A survey was sent to full-time academic advisors in Hospitality Management and athletics for a total of 19 participants. When asked the question, "Based on your conversation with students during advising, do you believe there's a need for a graduate program in Sport Management at The University of Alabama?" all 19 responded, "yes."

4. Survey of current undergraduate hospitality students.
In a survey to current Hospitality Management (M.S.) students (N=326, including the Sport Hospitality concentration students), 60 students said they were interested in graduate school. Out of that 60, 33 said they would be interested in a graduate Sport Management program and 23 indicated they would be interested in the graduate Hospitality Management program.

E. Specific Rationale (Strengths) for Program

What is the specific rationale for recommending approval of this proposal? List 3-5 strengths of the proposed program.

Specific Rationale (Strength)

1. Based on student enrollment growth in the Sport Hospitality concentration, there is a strong student demand for a Sport Management (M.S.) degree program.

2. Qualified faculty with strong teaching and research productivity are available now at UA to offer the proposed program. The research faculty publish in top journals and actively present at professional conferences. All faculty teach and have above average student evaluations.
3. As a result of the number of successful sports teams and national reputation, UA attracts students who are interested in a Sport Management program.

4. UA offers world-class athletic teams and facilities with on-campus athletic events that would provide students with unique and industry-leading resources and experiential learning opportunities.

5. The proposed program will build on existing relationships and provide opportunities for industry partnerships and funding.

Please list any external entities that have supplied letters of support attesting to the program’s strengths and attach letters with the proposal.

E. Program Resource Requirements

1. Faculty. Please provide or attach a brief summary of primary and support faculty that includes their qualifications specific to the program proposal. Note: Institutions must maintain and have current and additional primary and support faculty curriculum vitae available upon ACHE request for as long as the program is active, but you do not need to submit CVs with this proposal.

Faculty Expertise:

Dr. Carla Blakey (Assistant Professor, renewable contract faculty (RCF), full-time)
Dr. Blakey has a Ph.D. in Instructional Technology from UA. Dr. Blakey has been a faculty member in the Hospitality Management program since August of 2017. Primarily, she teaches in the Sport, Entertainment, and Event Management (SEEM) concentration. She came to UA with almost a decade of experience in the sport industry, working at Razorback Marketing for the University of Arkansas and in an Account Executive position with LSU Sports.

Dr. Melvin Lewis (Associate Professor, research faculty, full-time)
Dr. Lewis received his B.S. degree in Athletic Training, M.A. degree in Health Studies, and Ph.D. in Health Education and Promotion. He currently teaches coursework related to the marketing, sales and public relations elements of sport in the domestic and international settings. Dr. Lewis has more than 18 years of experience in the sport industry, including 15 years in sales and marketing.

Dr. Trevor Bopp (Assistant Professor, research faculty, full-time)
Dr. Bopp graduated in 2010 from the University of Florida with a Ph.D. in Sport Management. He has extensive practical experience, during and after which he gained experience in Athletics Event and Operations Management, as well as Sports Information and Communications. Dr. Bopp has 12 years of teaching experience and has taught and/or developed numerous sport management
courses. His research interests include physical literacy, the intersection of race and sport, and sport-based developments.

**Dr. Jinsu Byun (Assistant Professor, RCF, full-time)**
Dr. Byun is an Assistant Professor in the Department of Human Nutrition and Hospitality Management. Before joining UA, Dr. Byun earned his Ph.D. in Sport Management and Policy from the University of Georgia. He has many experiences in the sport industry as a student-athlete, sport event organizer, and research assistant.

**Dr. John Vincent (Professor, research faculty, full-time)**
Dr. John Vincent graduated with his Ph.D. in Sport Management from Florida State University. Dr. Vincent teaches sport administration, sport sociology, and sport marketing courses. He has authored over 60 publications in peer-reviewed journals and chapters in academic textbooks. His scholarship was recognized when he was selected for UA’s 2014 College of Education McCrory Faculty Research Excellence Award and the 2015 President’s Faculty Research Award for Education.

**Dr. Dylan Williams (Associate Professor, research faculty, full-time)**
Dr. Williams received his Ph.D. in Sport Management from Louisiana State University in 2014. He is also a Certified Public Accountant, having received his bachelor’s degree in accounting and his master’s degree in business administration. He teaches research methods and sport finance.

**Dr. Kimberly Severt (Professor, research faculty, full-time)**
Dr. Severt has over 20 years of experience in the hospitality/event industry. She received her Ph.D. in Hospitality Administration at Oklahoma State University. Her research and industry experiences are in event management, sport and entertainment events, incentive travel, presentation and communication preferences and food and beverage. Dr. Severt serves as the Director of the Hospitality Management program.

**Dr. Yeon Ho Shin (Associate Professor, research faculty, full-time)**
Dr. Shin has more than 10 years of experience in the hospitality industry. He joined UA in 2015 and received tenure in 2021. Before joining UA, Dr. Shin served in management level positions with Samsung Welstory, Inc. (Food Service Division of Samsung Group) in South Korea and the Oklahoma State University Dining Services. Dr. Shin completed his Ph.D. in Hospitality Administration at Oklahoma State University.

**Dr. Haemi Kim (Assistant Professor, research faculty, full-time)**
Dr. Kim joined the Department of Human Nutrition and Hospitality Management as an Assistant Professor after earning her Ph.D. in Hospitality Administration from Oklahoma State University. She has more than five years of industry experience in hospitality organizations.
Dr. Ken Wright (Adjunct faculty)
Dr. Wright received his Doctor of Arts in Physical Education from Middle Tennessee State University (1984), M.S. from Syracuse University (1976), and a B.S. degree from Eastern Kentucky University (1974). Dr. Wright has over 44 years of professional experience in various sport industry settings. Prior to retiring from UA in 2021, Dr. Wright served as Director of the Sport Hospitality program. Dr. Wright has also been highly active in the United States Anti-Doping Agency, the United States Olympic Committee, and National Athletic Trainers’ Association.

Paul Anderson (Juris Doctor, Adjunct)
Mr. Anderson, who teaches Hospitality Law, graduated from Samford University in Birmingham, receiving his bachelor’s and J.D. degrees. Prior to his appointment as a Circuit Executive, he served as the Deputy Circuit Executive for the Fifth Circuit. For 28 years preceding his appointment in the Fifth Circuit, Mr. Anderson held successfully responsible positions in the United States Army, rising to the grade of Colonel and ultimately serving as the Chief of the Administrative Law Division, Office of the Judge Advocate General.

Please provide faculty counts for the proposed program:

<table>
<thead>
<tr>
<th>Status</th>
<th>Faculty Type</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Primary</td>
</tr>
<tr>
<td>Current Full-Time</td>
<td>9</td>
</tr>
<tr>
<td>Current Part-Time</td>
<td>2</td>
</tr>
<tr>
<td>Additional Full-Time (to be hired)</td>
<td></td>
</tr>
<tr>
<td>Additional Part-Time (to be hired)</td>
<td></td>
</tr>
</tbody>
</table>

Note: Annual compensation costs for additional faculty to be hired should be included in the NEW ACADEMIC DEGREE PROGRAM SUMMARY table in Part 3. Salary/benefits for current faculty should not be included.

Briefly describe the qualifications of any new faculty to be hired: N/A

2. **Staff.** Will the program require dedicated staff? [ ] Yes [x] No

If so, indicate the number or percentage of FTEs.

3. **Equipment.** Will any special equipment be needed specifically for this program?

[ ] Yes [x] No
4. **Facilities.** Will any new facilities be required specifically for the program?

☐ Yes  ☒ No

5. **Library.** Will additional library resources be required to support the program?

☐ Yes  ☒ No

Please provide a brief description of the current status of the library collections supporting the proposed program.

The University Libraries’ current databases are sufficient for the proposed graduate program. The University of Alabama Library System has updated databases of scholarly articles and books accessible to our students, including:

- *Journal of Sport Management*
- *Sports Business Journal*
- *International Journal of Sport Management and Marketing*
- *Journal of Applied Sport Management*
- *Journal of Facility Planning, Design and Management*

In addition, the college has a dedicated librarian to assist students and faculty. The Sanford Media Center housed in the UA Library is available to provide students with periodicals, equipment and expertise using an array of audio-visual materials.

6. **Assistantships/Fellowships.** Will you offer any assistantships specifically for this program?

☒ Yes  ☐ No

If “Yes”, how many assistantships will be offered? 1

7. **Other.** Please explain any other costs to be incurred with program implementation, including lab start-up expenses or specialized accreditation costs. Be sure to note these on the NEW ACADEMIC DEGREE PROGRAM SUMMARY table in Part 3.
PROPOSAL FOR A NEW DEGREE PROGRAM (Part 2: Course Info)

Name of Proposed Program: Sport Management M.S.

Program Completion Requirements: (Enter a credit hour value for all applicable components, write N/A if not applicable)

- Credit hours required in program courses: 21
- Credit hours in general education or core curriculum: N/A
- Credit hours required in support courses: N/A
- Credit hours in required or free electives: 3-9
- Credit hours in required thesis research: 0-6
- **Total credit hours required for completion**: 30

Maximum number of credits that can be transferred in from another institution and applied to the program:

There will be a maximum of 6 credit hours that can be transferred in from another institution and applied to the program.

Intended program duration in semesters for full-time students: 4 semesters

Intended program duration in semesters for part-time students: Part-time students will be able to complete the program in approximately 5-8 semesters depending on the number of credit hours the student takes per semester.

Does the program require students to demonstrate industry-validated skills, specifically through an embedded industry-recognized certification, through structured work-based learning with an employer partner, or through alignment with nationally recognized industry standards? If yes, please explain how these components fit with the required coursework.

No

Does the program include any options/concentrations? If yes, please give an overview of the options, and identify the courses for each in the table below.

No

Please indicate any prior education or work experience required for acceptance into the program:

None

Describe any other special admissions or curricular requirements for the program:
None

Describe which instructional delivery methods will be utilized in delivering this program.

The Sport Management program will be delivered on-campus face-to-face, online, and hybrid.

Will distance technology be utilized in delivering this program?

Yes

Indicate an approximate percent of the total program's courses offered that will be provided by distance education:

100% of the courses in the distance program will be offered online, while approximately 40% of the courses will be offered online for the on-campus program.

Please complete the table below indicating all coursework for the proposed program, identifying any new courses developed for the program, along with courses associated with each option as applicable. Include the course number, and number of credits. Coursework listed should total the number of hours required to complete the program.

<table>
<thead>
<tr>
<th>Sport Management - Non-Thesis Option - Core Courses</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>RHM 521 Hospitality Law and Risk Management</td>
<td>3</td>
</tr>
<tr>
<td>RHM 551 Sport Properties and Venue Mgt</td>
<td>3</td>
</tr>
<tr>
<td>RHM 555 Sport Sales &amp; Entrepreneurship</td>
<td>3</td>
</tr>
<tr>
<td>RHM 559 Intl. Strategies in Sports</td>
<td>3</td>
</tr>
<tr>
<td>RHM 561 Sports Marketing, Sales, &amp; PR</td>
<td>3</td>
</tr>
<tr>
<td>RHM 575 Sport Hosp Financial Mgmt.</td>
<td>3</td>
</tr>
<tr>
<td>HES 509 Research Methods</td>
<td>3</td>
</tr>
<tr>
<td><strong>Total Hours</strong></td>
<td><strong>21</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Approved Electives - Select 3 (9 credit hours)</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>RHM 500 Sport Mgt Principles &amp;Practice</td>
<td>3</td>
</tr>
<tr>
<td>RHM 552 Issues in Sports Business Mgt.</td>
<td>3</td>
</tr>
<tr>
<td>RHM 560 Sport Business Mgt. Fellowship</td>
<td>3</td>
</tr>
<tr>
<td>RHM 570 Leaders Mgt Hospitality Industry</td>
<td>3</td>
</tr>
<tr>
<td>RHM 576 Strat Mgt in Hosp &amp; Tourism</td>
<td>3</td>
</tr>
<tr>
<td>RHM 580 Consumer Behavior in HM</td>
<td>3</td>
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</tbody>
</table>

Students selecting the non-thesis option must complete an e-Portfolio project for their capstone experience as defined by The University of Alabama or successfully pass the comprehensive exam. The Capstone Project in Sport Management is a documentation
of Professional Development and Scholarly Achievement in the Sport Industry in an e-Portfolio format. The e-Portfolio includes evidence of professional growth and scholarship. The project provides each graduate student, as well as faculty and potential employer(s), with a “unique tool for assessing what each student has gained through their graduate studies.” Both the e-portfolio project and comprehensive exam are in addition to the 30-hour course requirement.

<table>
<thead>
<tr>
<th>Sport Management - Thesis Option</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>RHM 521 Hospitality Law and Risk Management</td>
<td>3</td>
</tr>
<tr>
<td>RHM 551 Sport Properties and Venue Mgt</td>
<td>3</td>
</tr>
<tr>
<td>RHM 555 Sport Sales &amp; Entrepreneurship</td>
<td>3</td>
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<tr>
<td>RHM 559 Intl. Strategies in Sports</td>
<td>3</td>
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<tr>
<td>RHM 561 Sports Marketing, Sales, &amp; PR</td>
<td>3</td>
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<tr>
<td>RHM 575 Sport Hosp Financial Mgmt.</td>
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<tr>
<td>RHM 599 Thesis Research</td>
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<tr>
<td>HES 509 Research Methods</td>
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<td>Elective</td>
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<tr>
<td><strong>Total Hours</strong></td>
<td><strong>30</strong></td>
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# NEW ACADEMIC DEGREE PROGRAM PROPOSAL SUMMARY

**INSTITUTION:** The University of Alabama  
**PROGRAM:** Sport Management  
**Select Level:** Masters

## ESTIMATED "NEW" EXPENSES TO IMPLEMENT PROPOSED PROGRAM

<table>
<thead>
<tr>
<th></th>
<th>Year 1</th>
<th>Year 2</th>
<th>Year 3</th>
<th>Year 4</th>
<th>Year 5</th>
<th>Year 6</th>
<th>Year 7</th>
<th>TOTAL</th>
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<tr>
<td><strong>TOTAL</strong></td>
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<td><strong>37,300</strong></td>
<td><strong>37,300</strong></td>
<td><strong>37,300</strong></td>
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<td><strong>37,300</strong></td>
<td><strong>255,440</strong></td>
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## 'NEW' REVENUES AVAILABLE FOR PROGRAM SUPPORT

<table>
<thead>
<tr>
<th></th>
<th>Year 1</th>
<th>Year 2</th>
<th>Year 3</th>
<th>Year 4</th>
<th>Year 5</th>
<th>Year 6</th>
<th>Year 7</th>
<th>TOTAL</th>
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<tbody>
<tr>
<td>REALLOCATIONS</td>
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<td>841,200</td>
<td>986,900</td>
<td>1,119,400</td>
<td>1,126,000</td>
<td>5,380,782</td>
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<tr>
<td><strong>TOTAL</strong></td>
<td><strong>326,982</strong></td>
<td><strong>417,300</strong></td>
<td><strong>563,000</strong></td>
<td><strong>841,200</strong></td>
<td><strong>986,900</strong></td>
<td><strong>1,119,400</strong></td>
<td><strong>1,126,000</strong></td>
<td><strong>5,380,782</strong></td>
</tr>
</tbody>
</table>

## ENROLLMENT PROJECTIONS

*Note: "New Enrollment Headcount" is defined as unduplicated counts across years.*

<table>
<thead>
<tr>
<th></th>
<th>Year 1</th>
<th>Year 2</th>
<th>Year 3</th>
<th>Year 4</th>
<th>Year 5</th>
<th>Year 6</th>
<th>Year 7</th>
<th>AVERAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>FULL-TIME HEADCOUNT</td>
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<td>20</td>
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<td>PART-TIME HEADCOUNT</td>
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<td>37</td>
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<td>20</td>
<td>22</td>
<td>24</td>
<td>30</td>
<td>20.16666667</td>
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</tbody>
</table>

## DEGREE COMPLETION PROJECTIONS

*Note: Do not count Lead "0"s and Lead 0 years in computing the average annual degree completions.*

<table>
<thead>
<tr>
<th></th>
<th>Year 1</th>
<th>Year 2</th>
<th>Year 3</th>
<th>Year 4</th>
<th>Year 5</th>
<th>Year 6</th>
<th>Year 7</th>
<th>AVERAGE</th>
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<tbody>
<tr>
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<td>15</td>
<td>18</td>
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