



The University of Georgia

University Council
Athens, Georgia 30602

March 16, 2011

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Dear Colleagues:

The attached proposal to offer the existing major in Kinesiology (M.S. Non-Thesis) as an external degree on the Gwinnett Campus will be an agenda item for the March 23, 2011, Full University Curriculum Committee meeting.

Sincerely,

David E. Shipley, Chair
University Curriculum Committee

cc: Provost Jere W. Morehead
Dr. Laura D. Jolly



The University of Georgia

College of Education
Department of Kinesiology

TO: James Marshall, Associate Dean for Academic Programs
College of Education

FROM: Kirk Cureton, Head *Kirk Cureton*
Department of Kinesiology

RE: Proposal for an External Degree - M.S.-nonthesis in Kinesiology (Specialization
in Sport Management and Policy) at Gwinnett

DATE: March 24, 2010

Attached is a proposal for an external M.S.-nonthesis degree program at Gwinnett under the graduate major in Kinesiology with a specialization in sport management and policy. This program will duplicate our current program on the Athens campus, but serve a new clientele using courses that primarily involve a blend of online and face-to-face meetings. Please have this proposal considered by the COE curriculum committee.

Thank you for your assistance.

**Proposal for an External Degree
The University of Georgia**

Institution: The University of Georgia, Athens

Date: March 24, 2010

College/School/Division: College of Education

Department: Kinesiology

Degree: M.S. (Non-Thesis)

Major: Kinesiology (Specialization in Sport Management & Policy)

CIP Code: 310504

Proposed Start Date: Summer, 2012

Program Description and Objectives

The Department of Kinesiology at the University of Georgia (UGA) currently offers a professional master's degree program (M.S. non-thesis) under the Kinesiology major with a specialization in Sport Management & Policy in Athens. We propose to replicate this program at the UGA Gwinnett campus. The market for this program is individuals in the Gwinnett/Atlanta metropolitan area, many of whom work full time, who would like to matriculate in the M.S. Sport Management & Policy program in Athens because of its faculty and reputation, but for whom this is inconvenient or not possible because of the commute distance or their work schedule. Although other sport management programs are offered in the Atlanta area, this market is not saturated. Tenure-track faculty on the Athens campus will teach the program using mostly eLearning classes that combine distance learning with traditional classroom lectures. The University and College of Education have committed the funds for a new faculty member (search underway) and two new graduate teaching assistants to make the program possible.

The mission of the Sport Management and Policy program is to be a national leader in providing superior educational, practical and research services utilizing state-of-the-art information and technology in a professional and ethical manner. Sport Management and Policy graduate programs prepare graduates for a variety of positions in the sport industry and academia. The curriculum addresses economic, legal, social, and marketing issues affecting the sport industry. In addition to the application of business and management principles, the program examines the place of sport in society, and the historical, sociological, and philosophical dimensions of sport. Examination of governmental and industry policies as they apply to sport is critical to the program. The primary objective of the SMP program is to prepare for the work force highly-competent sport management professionals who are suitable to become key decision makers with abilities to formulate and implement sport management policy.

Specifically, the goals of the program are to:

1. Educate students to prepare for careers in sport management.
2. Promote ethical and professional conduct at all times.
3. Present outstanding internship and practicum experiences in a variety of sport business and organizational settings to enhance student learning.
4. Provide the student with current information and trends in sport management.
5. Promote contribution to community activities in a variety of events.
6. Provide experiences in research to gain a further understanding of topics in sport management.
7. Become recognized as a global leader in sport management and policy.

The M.S.-non thesis program in sport management and policy will qualify candidates for managerial positions in the sport industry. The four major settings served are intercollegiate sport administration, professional sport administration, facility and event management, and sport organization management.

1. Assessment

The growing population base of Gwinnett County and the rest of the Atlanta metropolitan area provide a fertile resource of students for a sport management and policy program at the University of Georgia Gwinnett. We believe that the program is best suited to the Gwinnett campus as opposed to other Atlanta area locations. The Gwinnett location has new and excellent facilities and also provides the most central location for both Athens-based professors and students in the metro Atlanta area. Gwinnett County has a population of more than 588,000 people and is estimated to be the 9th fastest growing county in the United States (Pickel, 2009). Gwinnett County is one of 28 counties that make up the Atlanta metropolitan area, the 8th largest metropolitan region in the country (Pickel, 2009). In addition to having a large population base, the Atlanta area has an established and growing sport industry with professional sport franchises like the Atlanta Braves (Major League Baseball), Atlanta Falcons (National Football League), Atlanta Hawks (National Basketball Association), Atlanta Dream (Women's National Basketball Association), and the Atlanta Thrashers (National Hockey League). In addition to professional sports teams, Atlanta is also home to events like the Chick-fil-A Bowl (college football postseason game) at the Georgia Dome and the NASCAR Sprint Cup Series at Atlanta Motor Speedway. Gwinnett County also has a growing sport industry in that it serves as the home to the Gwinnett Braves (International League, AAA) and Gwinnett Gladiators (East Coast Hockey League, AA). Thus, Atlanta has a population base from which a graduate sport management program in Gwinnett could draw students and a world-class sport industry that can provide those students with internships and employment opportunities after they graduate.

The need for sport management programs in the Atlanta metropolitan area has not gone unnoticed, as several universities have developed graduate degree programs to target the Atlanta market. Georgia State University currently has a graduate sport management program in downtown Atlanta and is considering plans to start a program at its Alpharetta campus. Central Michigan University has a graduate sport management program in midtown Atlanta. Lastly, Georgia Southern University is aggressively advertising with Atlanta media outlets for its online graduate sport management program that started in May 2010. Kennesaw State University has plans to add a master's degree program in sport management to start in 2011. The development

and growth of other sport management graduate degree programs in the Atlanta metropolitan area proves that there is a need for these programs in that area. The Sport Management and Policy program at UGA is the flagship sport management program in Georgia and it needs a presence in the Atlanta area. The dramatic and steady growth of the Sport Management & Policy graduate program at UGA supports the position that a master's non-thesis program at UGA Gwinnett would be successful.

Since the redesign and restructuring of what is now the Sport Management & Policy graduate program at UGA, there has been a substantial increase in the number of applicants for admission into the master's non-thesis program. From 2007 to 2008, the number of applicants for the master's non-thesis program at UGA grew from 33 to 78. In 2009, that number grew to more than 80 and the program expects the number to grow again in 2010-11. The Sport Management & Policy graduate program has grown significantly without any advertisement for the program other than its mention on the Department of Kinesiology's website. The substantial growth of the program demonstrates that students want graduate degrees in sport management from UGA. The UGA brand and the reputation of the UGA Sport Management & Policy graduate program would provide a master's non-thesis program at UGA Gwinnett with a competitive advantage over the other sport management programs in the Atlanta area. The Sport Management & Policy graduate program at UGA Gwinnett would also be the only sport management graduate degree program in Gwinnett County. Addition of this new graduate professional program is consistent with the University's goal of increasing graduate education at UGA.

2. Admission Requirements

All requirements for admission will be the same as those for the M.S.-non-thesis in Sport Management & Policy in Athens.

Entrance Requirements: Applicants with a baccalaureate degree are eligible to apply to the M.S. program in sport management and policy (SMP). To be considered for admission, applicants must complete an application for graduate study, submit transcripts from all undergraduate institutions attended, submit scores on the GRE, provide three letters of recommendation, and provide a resume and statement of purpose to the Department.

Minimum Standards: GRE scores and undergraduate GPA will meet or exceed Graduate School minimum requirements. The statement of purpose should reflect the applicants understanding of, and desire to enter into, a sport management career. Prior experience in the sport industry as it relates to the applicant's career interests should be highlighted. References must attest to the applicant's potential for academic success.

3. Program Content

The basic curriculum of the program will be equivalent to the Non-thesis M.S. in Sport Management & Policy in Athens.

I. Required Courses: (21 hours)

KINS 7200E Administration of Sport (3)

KINS 7260 Legal Issues in Sport (3)

KINS 7280E Sport Marketing (3)
 KINS 7560E Economics and Policy Analysis in Sport (3)
 KINS 7150 Research Methods in KINS (3)
 KINS 7450 Internship in Sport Management (6)

II. **Electives:** (minimum 15 hours)

KINS 6520E Sport Finance (3)
 KINS 7210E Sport and the Mass Media (3)
 KINS 7220E Sport and Society (3)
 KINS 7270E Facility Design and Event Management (3)
 KINS 7320E Intercollegiate Athletics and Higher Ed (3)
 KINS 7230 History of Sport (3)
 KINS 6000 Directed Study (1-3)
 KINS 7000 Masters Research (1-9)
 KINS 7140 Current Problems (3-6)
 KINS 7250 Gender and Sport (3)
 KINS 7800 Practicum in Sport Management/KINS (1-3)
 Courses Outside of the Dept. of Kinesiology (3-6)

A sample program of study is given below.

Sample 2-Year Program of Study

YEAR 1

Summer Semester

KINS 7200E (3) [Byon]
 KINS 6520E (3) [Maxcy]

Fall Semester

KINS 7260 (3) [Baker]
 KINS 7150 (3) [New]
 Or Elective (3)

Spring Semester

KINS 7220E (3) [Hawkins]
 KINS 7270E (3) [Baker]
 KINS 7560E (3) [Maxcy]

YEAR 2

Summer Semester

KINS 7210E (3) [Hawkins]
 Or
 KINS 7320E (3) [Hawkins]
 Or Elective (3)

Fall Semester

KINS 7280E (3) [Byon]
 Or
 KINS 7140 or KINS 7XXX (3) [New]

Spring Semester

KINS 7450 (6) [New]

During their final semester, students complete an internship in a sport management setting. The final culminating event is an oral assessment, focused on knowledge gained during the program and their internship experience, administered by three of the faculty in Gwinnett or Athens.

4. Student Advising

Each student will be assigned an advisor/major professor from the Sport Management & Policy program faculty upon admission or during their first term of enrollment. Faculty assigned as an advisor/major professor to extended degree students will be available for consultation on the Gwinnett campus. The major professor, in conjunction with the student, is responsible for: (a) clearing admissions status; monitoring completion of deficiencies, probation, incompletes, degree status difficulties, etc.; approving overloads, filing transfer credit, programs of study, and other forms in accordance with Graduate School and Departmental regulations; chairing examinations; and assisting with placement.

5. Resident Requirements

Residence requirements will be identical to the Non-thesis M.S. in Sport Management and Policy in Athens, with residence at Gwinnett serving to meet that requirement.

6. Program Management

The new external program will be directly supervised by the sport management program coordinator with the full support of the Department of Kinesiology administration, including the department head, graduate program coordinator and an administrative associate who serves as the graduate coordinator's assistant. All courses will be taught by full-time tenured or tenure-track faculty affiliated with the Sport Management & Policy program faculty. There are currently four sport management faculty members (see inventory below). A search is underway for a fifth faculty member to make the Gwinnett program possible, with expertise in sport strategic management, organizational behavior, entrepreneurship, or communications. The plan is for all of the program faculty to be involved in teaching courses for the new program (see sample program above). To minimize the impact of offering a program in Gwinnett on faculty based in Athens, the majority of the Gwinnett courses will be offered as eLearning classes that combine distance learning with traditional classroom lectures. Seven new courses with e-course designations have been approved for this program. This blended delivery format is being employed successfully by Terry College of Business's "Fast Track MBA", also at the Gwinnett location. In this way Athens based faculty can minimize their travel to Gwinnett to 4-5 times per semester. For some courses, students may need to travel to Athens.

Two half-time doctoral graduate teaching assistants are needed to initiate the program to assist faculty in teaching some undergraduate classes and to assist with supervision of undergraduate practicums and internships. The College of Education has made a commitment to provide these assistantships.

Inventory of Faculty Directly Involved:

Joel Maxcy, Program Coordinator & Associate Professor

Ph.D., Economics, Washington State University

Areas of Expertise: Sport Economics

Research Interests: Antitrust and Regulation, Economics of Sport, Industrial Organization, Labor Economics and Policy

Billy Hawkins, Associate Professor

Ph.D., Physical Education and Sport Studies, University of Iowa

Areas of Expertise: Sociology of Sport, Cultural Studies

Research Interests: Race and Sport, Religion and Sport, Collegiate Athletics

Thomas Baker, Assistant Professor

Ph.D., Sport Management, University of Florida

J.D., Loyola University School of Law

Area of Expertise: Sport Law

Research Interests: Sport Law, Terrorism and Sport Facilities

Kevin K. Byon, Assistant Professor

Ph.D., Sport Management, University of Florida

Areas of Expertise: Sport Marketing

Research Interests: Sport Consumer Behavior, Sport Sponsorship, Sport Tourism, and Measurement and Statistics

Administration:

Kirk Cureton, Professor, Head of the Department of Kinesiology

Oversees all academic programs offered by the Department.

Ted Baumgartner, Professor, Graduate Program Coordinator, Department of Kinesiology

Coordinates all graduate programs offered by the Department

Joel Maxcy, Associate Professor, Sport Management Program Coordinator

Coordinates all sport management programs

Mellissa Farmer, Administrative Associate II

- Graduate coordinator's assistant – liaison with Graduate School
- Graduate student registration
- Graduate student admissions
- Electronic files of graduate students records
- Graduate student database – admissions and status reports
- Graduate School degree status forms

Timetable for Implementation:

Spring 2010 - propose program and put approval process in motion

Fall 2010 & Spring 2011- complete approval process, search for new full-time faculty, begin to develop marketing materials for program

Summer & Fall 2011 – Develop advertising and program materials, advertise program and begin to accept applications

Summer 2012 - Begin program

Program Assessment

The sport management and policy program participates in several assessment programs that are conducted by the University, College, and Department. The purpose of the assessment procedures is for the program to validate its educational outcomes and ensure it is accomplishing its goals and objectives. This calls for a program to regularly assess its philosophy, mission, goals and objectives. Based on these data, an action plan was developed and implemented that reflects a constant and rigorous assessment process that reflects current academic trends, technology changes, and accreditation standards. The UGA sport management and policy program has developed and implemented a comprehensive assessment program. This includes obtaining data from a graduate exit survey, placement information and alumni questionnaires. We also collect data from current students in the program regarding their satisfaction with their academic courses and experiences.

7. Library and Laboratory Resources

The University of Georgia library can be accessed for literature searches via the Internet and/or electronic databases. The library has over 30 journals related to sport management and sport studies and several hundred textbooks. Students utilize the library for course assignments and projects. The Gwinnett Campus Library provides an electronic library which offers students, faculty and staff access to the UGA Libraries and collections of other colleges and universities in the University System of Georgia, as well as to the GALILEO suite of databases. There are 10 workstations with computers and a reference librarian is on-site to assist students in identifying, locating and retrieving print materials.

8. Budget

Income. The new program will enroll new students that will generate tuition. During the first year, the target is to enroll 20 new students who will enroll for an average of 6 credit hours per semester. These students will generate \$120,720 in tuition and fees (\$2012/student/semester x 20 students x 3 semesters). During the second and subsequent years, the target is to enroll 20 new students. The total income from the two cohorts will be approximately \$191, 940, assuming the first cohort will take only 3 semester hours per semester. In addition, income will likely accrue to the University from formula funding. This income is sufficient to cover program costs.

Expenditures. Costs of developing and implementing the new program include additional summer salaries of faculty, salaries of graduate assistants (two half-time) who will be hired to

assist faculty with instruction, program-related travel, and additional professional travel allocated to full-time faculty in the College of Education who teach in the program. These costs for fiscal year 13 and fiscal year 14 are summarized below.

Category	FY '13 Expenses	FY '14 Expenses
Faculty Summer Salaries:	\$ 13,457	\$ 19,957
Graduate Assistants:	\$ 34,564	\$ 34,564
Program-Related Travel:	\$ 4,356	\$ 6,743
Professional Travel:	\$ 5,000	\$ 5,500
Operating Expenses:	\$ 3,000	\$ 4,000
Total	\$ 60,377	\$ 70,764

9. Program Costs Assessed to Students

There are no expected costs beyond those normally associated with the program on campus.

10. Accreditation

No accreditation of this program is required other than that for the University as a whole.

References

Pickel, M.L. (March 19, 2009). Atlanta metro area now eighth-largest in nation. *Atlanta Journal Constitution*. Retrieved on February 19, 2010, from http://www.ajc.com/metro/content/metro/stories/2009/03/19/georgia_census_facts.html?cxntlid=inform_artr