

# SPORT INDUSTRY - SPORT COMMUNICATION (MASTER OF SCIENCE)

The chief objective of the Master of Science (MS) in Sport Industry with a concentration in Sport Communication is to provide students with the knowledge, skills, and abilities required to meet the demands of the job market in the sport industry.

## Application Deadlines

Deadline dates for applications and receipt of all required materials are one month prior to the start of the semester. If applications are submitted within a month of the start date, the Graduate School will make every effort to process them before the start of the semester. However, there is no guarantee the student will be admitted and able to register for courses.

## Application Materials Required for the MS in Sport Industry with a concentration in Sport Communication

All of the following documents must be submitted to Graduate Admissions to be considered for admission:

Graduate Admissions  
Jacksonville State University  
700 Pelham Road North  
Jacksonville, Alabama 36265-1602

1. Completed JSU Graduate Application for Admission (<https://gr-recruiter.jsu.edu/Apply/Account/Login/>).
2. Non-refundable \$35 application processing fee.
3. Official transcripts from the baccalaureate degree awarding institution and **all** transcripts from institutions where post-baccalaureate work has been completed. To be considered for admission, applicants must hold a degree from an institutionally accredited institution or its foreign equivalent. (Students who have previously attended JSU do not need to request a transcript from the university.)
4. International student applicants must see the International Student Applicants (<https://catalog.jsu.edu/graduate/admission/international-student-applicants/>) section of this catalog for other application and enrollment requirements.

## Admission Requirements for the MS in Sport Industry with a concentration in Sport Communication

Applicants who meet the general admission requirements to graduate studies are eligible for admission to the MS in Sport Industry with a concentration in Sport Communication. All applications are reviewed by Sport Industry graduate faculty for admission approval into the program. A particular undergraduate major is not specified for admission to this program; however, a related field is recommended.

## Unconditional Admission

- Applicants may be eligible for unconditional admission to the program with a GPA on the initial undergraduate degree of at least 2.75 on a 4.00 scale.

## Conditional Admission

- Applicants who fail to meet the 2.75 GPA requirement for unconditional admission may be admitted as conditional admission to the program.

**Applicants who are granted conditional admission must achieve a GPA of at least 3.00 on the first 12 graduate hours attempted. Failure to meet these conditions will result in the student being dropped from graduate studies.**

### Students Seeking to Pursue the Master of Science in Sport Industry Following Completion of the Graduate Certificate in Sport Management

Students who have completed the Graduate Certificate in Sport Management prior to seeking admission to the Master of Science in Sport Industry may be unconditionally admitted if they have at least a 3.0 GPA on all graduate certificate hours attempted. The minimum undergraduate GPA threshold requirements will be waived for those applicants seeking entry following completion of the graduate certificate.

## Minimum Requirements for the MS in Sport Industry with a concentration in Sport Communication

An overall 3.00 GPA is required on all coursework attempted for the master's degree. Transfer credit cannot be used to raise the GPA to the required 3.00.

Course	Title	Credits
<b>Core Requirements</b>		
SPI 5563	Sport Finance	3
SPI 5564	Human Resources Management in Sport	3
SPI 5576	Sport Marketing	3
HPE 5240	Law and Ethics in Wellness and Sports Studies	3
HPE 5880 or SPI 5951	Directed Studies in Wellness and Sports Studies Internship in Sport Management	3
HPE 5891	Issues and Trends in Athletics	3
<b>Concentration</b>		
SPI 5260	Strategic Communication in Sports	3
SPI 5261	Digital Media in Sports	3
SPI 5262	Advertising in Sports	3
SPI 5266	Public and Media Relations in Sport	3
<b>Total Hours</b>		<b>30</b>

**30 Graduate Semester Hours Required for this Degree**

## Graduation and Comprehensive Exam

No comprehensive exam is required for this degree. All students must apply for graduation (<http://www.jsu.edu/graduate/graduation.html>) by the given deadline of the semester (<http://www.jsu.edu/registrar/academic-calendar/>) in which they plan to graduate. Please see the Graduation and Comprehensive Exam (<https://catalog.jsu.edu/graduate/>

academic-policies-procedures/graduation-comprehensive-exam/) section of this catalog for more information.