

MASTER OF SCIENCE IN KINESIOLOGY (SPORT MANAGEMENT)

Web Site: <https://twu.edu/kinesiology/graduate-programs/sport-management/>

Marketable Skills

Defined by the Texas Higher Education Coordinating Board's 60x30 Strategic Plan (<https://reportcenter.highered.texas.gov/agency-publication/miscellaneous/theccb-60x30-strategic-plan/>) as, "Those skills valued by employers that can be applied in a variety of work settings, including interpersonal, cognitive, and applied skills areas. These skills can be either primary or complementary to a major and are acquired by students through education, including curricular, co-curricular, and extracurricular activities."

1. Conduct needs assessments to determine the programmatic needs of sport and physical activity programs across amateur and professional settings.
2. Develop and implement high-quality, equitable, and fiscally responsible sports and physical activity programming across amateur and professional settings.
3. Develop and implement effective sports marketing and promotion strategies.
4. Develop the professional knowledge and skills necessary to lead event operations.