

# DOCTOR OF PHILOSOPHY IN KINESIOLOGY (SPORT MANAGEMENT)

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

The School of Health Promotion and Kinesiology (SHPK) offers a Ph.D. in Kinesiology with an emphasis in Sport Management designed to prepare students to conduct research in sport marketing, sport business, sport operations, or sport analytics. All Kinesiology doctoral students are expected to work with faculty to acquire and develop the skills required to become independent, ethical, and skilled researchers and leaders.

The PhD program includes a combination of online and classroom instruction on our Denton Campus. With flexible enrollment, you can be admitted in the fall, spring or summer semesters.

Graduates work in sport-related industries, including professional, major and minor leagues; collegiate and high school sports; recreational and wellness facilities; not-for-profit sport organizations; amateur athletic associations; sport management and marketing firms; and event operations. Career options include administration, general management, communication, facility operations, legal, marketing, player operations, retail/licensing, and ticket operations and sales.

TWU offers this interdisciplinary program with a strong foundation in business, marketing, communication and law. You will balance learning about the business elements of sport with the study of sport as a means of individual and social improvement.

Our program allows for a flexible online learning environment coupled with access to a varied and diverse sport industry in the Dallas-Fort Worth metroplex. You will collaborate with your classmates as well as apply what you learn with industry leaders.

As the nation's largest public university primarily for women, our program is focused to empower future professionals, especially women, to be positive agents of change in the sports field.

## Marketable Skills

Defined by the Texas Higher Education Coordinating Board's 60x30 Strategic Plan (<https://reportcenter.highered.texas.gov/agency-publication/miscellaneous/the60x30-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. Successfully design and implement a sport management related research study.
2. Successfully design a grant proposal related to sport management.
3. Successfully demonstrate written and oral communication skills through professional presentations and peer-reviewed publications.

## Admissions

All students must meet the University requirements as outlined in the Admission to the TWU Graduate School (<https://catalog.twu.edu/graduate/graduate-school/admission-graduate-school/>) section of the catalog.

The academic program may have additional admission criteria that must also be completed as outlined on the program's website.

## Degree Requirements

### Total Semester Credit Hours Required

96 semester credit hours, including approved semester credit hours from master's level work and 6 semester credit hours for dissertation.

| Code                    | Title   | SCHs      |
|-------------------------|---|-----------|
| <b>Required Courses</b> |   |           |
| KINS 5033               | Applied Statistical Principles (Research tools)       | 3         |
| KINS 6043               | Statistical Inference (Research tools)                | 3         |
| KINS 6113               | Seminar   | 3         |
| KINS 6143               | Research Design in Kinesiology (Research tools)       | 3         |
| HSC 6831                | Integration of Theory and Research in Health Sciences | 1         |
| <b>Dissertation</b>     |   |           |
| KINS 6983               | Dissertation (I)                                      | 3         |
| KINS 6993               | Dissertation (II)                                     | 3         |
| <b>Total SCHs</b>       |   | <b>19</b> |

### Sport Management Emphasis

| Code   | Title   | SCHs      |
|--|---|-----------|
| KINS 5403  | Leadership Theory and Practice in Sport and the Health Sciences | 3         |
| KINS 5413  | The Sport Industry  | 3         |
| KINS 5423  | Governance, Policy Development, and Ethics in Sport             | 3         |
| KINS 5443  | Sport for Development   | 3         |
| KINS 5453  | Financing the Sport Enterprise                                  | 3         |
| KINS 5463  | Legal Issues in Sport   | 3         |
| KINS 5473  | Sport Media and Marketing                                       | 3         |
| KINS 5493  | Sport Venue and Event Management                                | 3         |
| KINS 5723  | Sport in American Society                                       | 3         |
| KINS 6413  | Research Seminar in Sport Management (Taken 3 times)            | 9         |
| KINS 6813  | Advanced Research in Kinesiology                                | 3         |
| <b>Minor or Related Studies (As approved by Advisory Committee)</b>                          |   | <b>18</b> |
| Must include   |   |           |
| HSC 6803   | Grant Writing   |           |
| <b>Elective or Appropriate Work from Master's Degree (As approved by Advisory Committee)</b> |   | <b>20</b> |
| <b>Total SCHs</b>  |   | <b>77</b> |

### Required Courses

13 semester credit hours.

## **Emphasis**

77 semester credit hours, depending on emphasis area and recommendations of the Advisory Committee. Includes Minor or Related Studies and/or Electives and Appropriate Coursework from Master's Degree in consultation with the Advisory Committee.

## **Dissertation**

6 semester credit hours of dissertation work with the committee chair. The first 3 credit course focuses on the development and oral defense of the research proposal. The student enrolls in a second 3 credit course to conduct the dissertation study, analyze results, and present findings. Both courses may be repeated, but only three hours of credit count toward the degree for each course.

## **Special Requirements**

At least nine semester credit hours of coursework must be taken outside the major.

## **Research Tools**

The student in consultation with the Advisory Committee will determine 12 semester credit hours designated as research tools.

## **Qualifying Examination**

Candidates for the doctoral degree must pass a qualifying process and comprehensive examination ascertaining a student's:

1. breadth and depth of knowledge requisite to perform successfully within the profession,
2. understanding and application of a discipline's foundational literature, and
3. readiness to complete a dissertation.

The exam is comprised of four written sections over selected areas of the student's emphases and an oral defense of written responses. May be repeated once. Students are eligible to begin the comprehensive exam process during their final semester of coursework and after completing all prerequisites (if admitted conditionally), all research tools, and all core courses. The exams may be repeated only once. A student who fails a second comprehensive exam attempt will be removed from the Kinesiology doctoral program.

## **Final Examination**

Oral examination conducted by the Dissertation Committee over the candidate's research after the dissertation is completed. May be repeated at the discretion of the committee.