

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.