THE DEPARTMENT

The Mark H. McCormack Department of Sport Management is proud of its more-than-40-year history as an innovative educator in the sport management industry. Created in 1972, McCormack is the second-oldest sport management department in the world. We are among only a handful of sport management programs based in a professional business school. Our curriculum regards theory and experiential learning in equal measure, and our faculty members are internationally recognized for their cutting-edge research and industry experience. Widely respected for the breadth and quality of our curriculum and research, the UMass program has been hailed by The Chronicle of Higher Education, Sports Business Journal, and other publications as a world leader in its field.

THE MAJOR

In structure and content, the curriculum is fashioned to provide graduates with lifelong career advantages in the spectator sport industry. The course of study consists of three major segments. The first segment for first-year students and sophomores is composed of core business concepts, surveying the field of sport management, and exploring social historical issues in sport. The second segment for sophomores and juniors is devoted to the application of management, marketing, finance, and law to the specifics of the sports industry and to the various aspects of sport management. The third level enables students to specialize in one of three tracks: sport analytics, sport leadership, or sport marketing. During the senior year, students delve deeper into their area of interest by taking sport electives that align with their chosen track, which may include sport and digital media, public relations, sport labor relations, sport economics, sport analytics, advanced sport analytics, diversity and inclusion in sport organizations, and collegiate athletics.

Majors can gain on-the-job experience with a sport organization through an internship, for which they earn course credit. Internships are arranged with a variety of organizations, including professional sport teams and leagues, collegiate athletic departments, collegiate conferences and associations, public and private facilities, sport event agencies, sport marketing and consulting firms, and various amateur sport organizations.

There is no minor available in sport management.

ADMISSION TO THE MAJOR

Admission to the sport management major is selective and is based on the strength of the applicant’s academic record, their demonstration of leadership, and their interest and commitment to the sports industry. Applications are processed by the Undergraduate Admissions Office in conjunction with the department.

Majors are assigned to the general curriculum track for advising purposes. Students may elect a curriculum with an internship (“internship track”) and/or a double major within Isenberg School of Management after the first semester of their sophomore year.

HONORS

Students may pursue honors opportunities with Commonwealth Honors College (413-545-2483, info@honors.umass.edu).

STUDY ABROAD

Students have a variety of options for study abroad, which are made available through the university’s International Programs Office. The international exchange program broadens a student’s academic program through exposure to a different culture and enables them to explore international sport issues through concrete experience. Students may spend a semester abroad studying, participate in a course with a faculty-led trip, or apply for an international internship in the sport industry. McCormack has sport-specific exchange programs with Deakin University in Burwood, Victoria, Australia; the University of Stirling in Scotland; and the University of Brighton at Chelsea in England.
CAREER OPPORTUNITIES
The Office of Career Success is dedicated to helping students explore career paths and find opportunities that allow them to grow and succeed as young professionals. We encourage students to pursue internships and other field-based experiences as part of the Isenberg process. Our career coaches and faculty work with students 1:1 and in classes to help them navigate this important time in life and make career decisions that yield a future of meaning and satisfaction. Sport management graduates go on to careers with professional sports teams, intercollegiate and intramural athletic departments, national sport federations, management/marketing firms, sporting goods operations, and spectator sport facilities. Upon graduation, our students join an extended professional family of over 6,000 McCormack alumni. Representing every sector and stratum of the sport management industry, they offer their fellow graduates and current McCormack students unparalleled career networking, industry intelligence, and internship/job placements.

THE ISENBERG SCHOOL OF MANAGEMENT
Isenberg is committed to introducing its students to the education, experiences, and executives that will make them effective leaders, dynamic team players, and change agents in the diverse world of business. Isenberg’s unique culture sparks community and collaboration, and its entrepreneurial spirit encourages creativity in tackling today’s biggest challenges to prepare its students for future positions of responsibility. Students may pursue an education in a variety of business disciplines represented by majors in seven departments and two degree programs. The program is directed toward the broad aspects of business, encouraging high standards of ethical conduct, social responsibilities, and the development of competence in particular courses of the student’s own interests, aptitude, and choice.

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