

# YOUR MBA, YOUR way

Master of Business Administration in Sport Management

SCHOOL OF BUSINESS  
Online and On Location



Southern  
New Hampshire  
University 

# Go Explore Your Passion for Sport

## MBA in Sport Management



Attain the business and marketing competencies in sport from Southern New Hampshire University's MBA in Sport Management program. Students will obtain the business knowledge inherent in a quality MBA program plus the knowledge and skills they need for managing marketing campaigns, leveraging sponsorship opportunities and building brand within their organizations.

The MBA in Sport Management will prepare students for job opportunities in:

- event management
- marketing
- business development
- facilities management
- concessions
- professional sports teams
- intercollegiate sports
- equipment manufacturers
- sports agencies
- parks and recreation management

With SNHU's MBA program, one of the most affordable in New England, you obtain the knowledge and skills you expect from an MBA program, plus expertise in your field of interest. No GMAT or GRE required.

Choose from several concentrations and earn your specialized MBA in 18 months from a real university. Courses are available online and on location at our centers in Manchester, Nashua, Portsmouth and Salem, NH, and Brunswick, Maine. SNHU, based in Manchester, NH, has been educating business leaders for more than 75 years. Our online business programs, offered since 1996, have won Best of Business, Best Buy and other awards.

### Why the MBA in Sport Management Program at SNHU?

SNHU's MBA in Sport Management offers a blend of business acumen with marketing skills and knowledge of the sport industry, all in the name of the bottom line. Some of the skills SNHU MBA Sport Management students will gain include a deep understanding of sports licensing, marketing, sales and strategic alliances between sport related companies in a global business environment.

As a private, nonprofit university, SNHU focuses on ensuring you have the skills you need to succeed. Whether you enroll in the sport management degree program online or at any of our five regional campuses, you will benefit from all that SNHU has to offer:

- Quality education at one of the **most affordable tuition rates available**
- **Choose how you want to learn:** Online, campus-based or a combination of both
- Professors and instructors who are **actively involved** with their students' success
- **High-quality instruction** from SNHU's business faculty that apply principles and theories to real-world business situations in class
- Students in our MBA programs have **24/7/365 access to class** – attend when it is most convenient for you
- A US News and World Report Tier One university and recipient of the Best of Business award

### Accreditation

Association of Collegiate Business Schools and Programs  
European Council for Business Education  
National Association for Sport and Physical Education  
New England Association of Schools and Colleges  
North American Society for Sport Management

Southern  
New Hampshire  
University