Program

Our mission is to graduate scholar-practitioners, and researchers, who have the knowledge, skills, and values to lead the sport industry in the 21st century and who envision sport as a vehicle for positive social outcomes.

The Sport Management program is designed to prepare students to enter careers in the sport industry. Students can choose from a variety of cognate areas:

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<th>Business Administration</th>
<th>Communication Science</th>
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<td>Marketing</td>
<td>Sociology</td>
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<td>Management</td>
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<td>Finance</td>
<td>Educational Leadership</td>
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<td>Business Law</td>
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Graduates of the program are prepared to pursue careers in intercollegiate athletics, sport venue and event management, professional sports, the sporting goods industry, private/public sport clubs and resorts. Some students choose to continue their education through graduate studies in sport management, law and business.

How To Apply

Successful applicants must:

- Apply by February 1 of sophomore year (transfer students MUST apply separately to UConn and Neag School of Education by February 1)
- Have earned the most competitive cumulative GPA (typically 3.0 or higher)
- Submit three professional references (name, title, contact) and one letter of recommendation (from the three professional references listed above)
- Complete a personal statement
- Have accumulated sufficient experience related to career choice in the area of sport management

Mail official transcripts of all non-UConn collegiate work completed to date and letters of recommendation to:

University of Connecticut
Sport Management Program
Neag School of Education
249 Glenbrook Road, Unit 3093
Storrs, CT 06269-3093

Resources

Husky Sport
The undergraduate program has a unique partnership with Husky Sport. Students in the Sport Management program can develop skills to plan, promote, and provide valuable services through service learning and the use of sport at the UConn campus and in the Greater Hartford area. This is accomplished through a collaborative partnership with Husky Sport. For more information, visit https://huskysport.uconn.edu/

UConn Sport Business Association
Undergraduate students are encouraged to become members of the UConn Sport Business Association. The association has helped Sport Management students gain knowledge from experts working in the field, in addition to providing ample networking opportunities. For more information, visit https://www.uconnsportbusinessassociation.com/.