ADMISSIONS REQUIREMENTS

1) Complete and return a graduate application form, and include a non-refundable application fee of $30 to The Citadel Graduate College (CGC) – follow instructions at www.citadel.edu/cgc.

2) Submit an official (unopened) transcript of the baccalaureate degree and all other undergraduate or graduate work from accredited colleges and universities. Students with degrees from institutions outside the United States may be required to have their transcripts translated by one of several academic credential evaluation organizations recognized by The Citadel Graduate College.

3) Include a resume in the submission detailing previous work experience.

4) Submit a letter of intent to the Director of the Sport Management Program that addresses the following:

   - How past experiences have prepared you for the Graduate Certificate in Sport Management
   - How your knowledge, skills, and attitudes can contribute to the sport marketing/sales learning community
   - What you hope to gain if accepted to the Sport Management Certificate Program

OUR FACULTY

Dr. Harry Davakos, Associate Professor, Director of Sport Management Programs
Expertise: marketing, economic impact, organizational behavior, promotions

Dr. F. Michelle Richardson, Assistant Professor
Expertise: legal aspects, risk management, administration, sport sociology, marketing

Mr. Mike Veeck, Visiting Professor
Expertise: marketing, promotions, management, staff development

For more information about the program, please contact:

Department Head & Program Director
Dr. Harry Davakos
(843) 953-7953
harry.davakos@citadel.edu

Department of Health, Exercise & Sport Science
www.citadel.edu/hess
About the Program
Welcome to The Citadel’s renowned Graduate Certificate in Sport Management in Sales and Marketing. This popular and growing program provides students with advanced learning of the necessary industry skills and knowledge within the domain of Sport Sales & Marketing. The program curriculum addresses professional development needs of staff involved in sport marketing and sales, and gives students a comprehensive overview of the field of Sport Management.

Program Requirements
Admission requirements and application procedures for graduate study in Health, Exercise, and Sport Science are managed by The Citadel Graduate College.

The Graduate Certificate in Sport Management offers students five (5) courses that will enhance the breadth and depth of their knowledge and skills in sport sales and marketing. These courses have been specifically developed for working professionals in the field of sport management who are interested in enhancing their career marketability.

Required courses include:
- HESS-518 Sport Marketing and Finance
- HESS-521 The Art of Selling in Sport
- HESS-523 Administration and Leadership of Exercise and Sport Organizations
- HESS-529 Special Problems in Sport Management: Advertising in Sport
- HESS-539 Sport Public Relations and Promotion

The Department of Health, Exercise, and Sport Science
As part of The Citadel’s School of Science and Mathematics, the Department of Health, Exercise, and Sport Science (HESS) offers three undergraduate concentrations in Teaching, Health/Wellness and Sport Management. The HESS department also offers the graduate certificate in Sport Management and three advanced degrees:

- M.A.T. for students who want to teach Physical Education in K-12, but do not have a bachelor’s degree related to teaching.
- M.S. in HESS for students interested mainly in exercise science.
- M.A. in Sport Management for students who want to enhance their knowledge and skills in the field or want to improve their opportunities for advancement.

As one of the four graduate tracks within the HESS department, The Citadel’s Sport Management certificate program is rapidly expanding with increased attention across the country.

The HESS department faculty have formed excellent partnerships with local professional teams and other sports organizations, such as the Cooper River Bridge Run and Metro Sports Council. The sport management program is positioned for strong growth as a top quality supplier of future staff and management personnel, as well as serving as a research site for Lowcountry sports organizations.