

DEPARTMENT OF SPORT MANAGEMENT

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Faculty

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Staff

Margie Chetney, Administrative Assistant

The Department of Sport Management offers Bachelor of Science degrees in Sport Management, and Esports Communications & Management (in partnership with the Newhouse School). The department offers minors in Emerging Sport Enterprise, Sport Event Management, and Sport Management.

The 125-credit hour Bachelor of Science (BS) in the Sport Management curriculum combines department-specific courses with professional electives and liberal arts requirements, providing students with the tools to pursue a career in sport management or graduate study. Coursework covers such areas as business, marketing, management, communications, sponsorship, societal influences and impacts, event planning, and law. The program requires all students to select an academic minor and tailor their studies according to their professional interests. The required 12-credit capstone provides students with valuable industry experience.

The 126-credit hour Esports Communications & Management degree is an interdisciplinary major that allows a student to blend coursework from the David B. Falk College of Sport with the S.I. Newhouse School of Public Communications. The goal is to connect innovative 3D gaming immersive environments and technology with the world of traditional sports. This well-rounded curriculum is designed to provide students with industry-specific competencies in event management and marketing, broadcasting/production, communications, content creation, entrepreneurship, strategic communications, and esports experience and design.

Facilities

Falk College's Milton Conrad Sport Technology Lab doubles as a student classroom and computer lab that meets the latest programming trends in sport analytics and event and sport venue operations. Students train to operate live events using Daktronics equipment identical to what is found at major sport venues, including ribbon boards and a scoreboard systems controller. Undergraduate and graduate programs integrate learning with activities at the JMA Wireless Dome as Syracuse University

is the only institution in the nation with a sport facility of its size on the main campus.

The future academic and competitive home for esports is in the Marley Building. The finalized 20,000 square foot space will include a stage for esports competition and will be equipped with broadcast and production spaces, exclusive team rooms, classrooms, and viewing areas that can host up to 250 spectators.

The esports program features growing spaces that foster virtual and in-person experiences for both seasoned competitors and first-time gamers. With 38 state-of-the-art PCs, the Barnes Center at the Arch offers gaming amenities available to all students. In Schine Student Center, the 5,800 square foot state-of-the-art Gaming and Esports Center is the home for Varsity Esports matches and includes 34 PCs, console and tabletop gaming, VR booths, sim-racing stations, and a full suite of broadcast and event production elements.

Programs

- Emerging Sport Enterprise Minor (<https://coursecatalog.syracuse.edu/undergraduate/sport/sport-management/emerging-sport-enterprise-minor/>)
- Esports Communications & Management, BS (<https://coursecatalog.syracuse.edu/undergraduate/sport/sport-management/esports-communications-management-bs/>)
- Management & Sport Management Dual, BS (<https://coursecatalog.syracuse.edu/undergraduate/sport/sport-management/management-sport-management-dual-bs/>)
- Sport Event Management Minor (<https://coursecatalog.syracuse.edu/undergraduate/sport/sport-management/sport-event-management-minor/>)
- Sport Management Minor (<https://coursecatalog.syracuse.edu/undergraduate/sport/sport-management/sport-management-minor/>)
- Sport Management, BS (<https://coursecatalog.syracuse.edu/undergraduate/sport/sport-management/sport-management-bs/>)