

The GW Sport Management MBA

**PURSUE YOUR PASSION**



THE GEORGE WASHINGTON UNIVERSITY  
SCHOOL OF  
BUSINESS

*Experience the pursuit of the  
GW Sport Management MBA*

Like nothing else, sports inspire.

They motivate.

They teach us to persevere.

To lead.

To compete.

To win.

To appreciate the game.

And to learn.

We understand the **power of sports**  
on and off the playing field.



## **THE GEORGE WASHINGTON UNIVERSITY SPORT MANAGEMENT PROGRAM**

For over 18 years, as part of the School of Business at The George Washington University, we have offered a prestigious field of study in the specialization of Sport Management.

The MBA or MTA (Masters of Tourism Administration) with a Sport Management concentration prepares students to market and manage sports events, organizations, media, products and athletes, as well as sports tourism destinations and facilities. Students learn how to succeed in a competitive, global marketplace through practical assignments with leading professionals and organizations in the sports industry.



# A Competitive Advantage

Since 1991, we have provided the most comprehensive and engaged field of study that exists in sport management. By offering unique and innovative programs that meet the needs of students and the industry, we have earned respect by preparing our graduates to succeed.

## OUR ALUMNI

A partial listing of distinguished alumni includes:

- David Falk, CEO and Founder of FAME
- Ted Lerner, Owner of the Washington Nationals
- Randy Levine, President of the New York Yankees
- Abe Pollin, Owner of the Washington Wizards
- Jerry Reinsdorf, Owner of the Chicago Bulls and White Sox

## OUR LOCATION

In the heart of the Nation's Capital, we are truly at the "center of it all" and home to:

- Seven professional sports teams
- Four global sports marketing agencies
- Eight Division I NCAA Athletic Programs
- Headquarters of Sporting Goods Manufacturing Association, Under Armour and Fila
- Numerous sports governmental offices

## OUR TRACK RECORD

We place our graduates with leading and influential organizations in the sports industry, including:

- NBA, NFL, NHL, MLB, MLS
- Nike, adidas, Reebok, Under Armour
- Octagon, SFX, IMG, Momentum, Velocity Sports, AEG, WMG, CAA
- NFL Players Association

- ESPN, CBS, NBC, Fox, AOL, Google
- Comcast-Spectacor, SMG
- Disney Wide World of Sports
- U.S. Olympic Committee
- SnowSports Industries America
- Washington Redskins, Wizards, Mystics, Nationals, Capitals, DC United
- Seattle Sonics, Texas Rangers, Orlando Magic, LA Dodgers, Chicago Fire
- NCAA

## OUR FIRSTS

We take pride in the innovative partnerships we have formed and groundbreaking programs we have developed:

- Olympic and World Cup Study Programs
- Washington Nationals Executive Trainee Program
- Green Score Card (the sports industry's only environmental assessment tool)
- Travel, Events and Management in Sports (TEAMS – the first and largest sports tourism conference)
- Sports Industry Networking and Career Conference (SINC – attracting over 75 top executives and recruiters in sports)

## OUR TEAM

Program Director and Founder Lisa Delpy Neirotti has been named one of the Top 25 Innovators and Influencers in the sports industry. She leads a dynamic team of seasoned faculty members who each bring over 20 years of experience in their respective areas of expertise, which include:

- Athlete Representation
- Digital Media
- Venue and Team Marketing and Management
- League and NCAA experience

**Adversity causes some men to break, others to break records. — William A. Ward**

# A Goal-Oriented, Global Approach

## OUR OBJECTIVES

- Provide students with a thorough understanding of the sports industry - from grassroots to professional.
- Share critical and timely information on the globalization of sports to prepare students for international positions.
- Open doors to compelling career opportunities through practical experience, networks, and knowledge.
- Teach skills to generate revenue for teams, events, athletes, facilities, sports organizations, and sports manufacturers.
- Educate students on the synergy between sports and community development and how to maximize economic opportunities through sports tourism.
- Involve students in the Green Score Card Initiative and position them to be environmental stewards.

- Develop and inspire leaders and entrepreneurs in the sports industry.
- Offer students the flexibility of pursuing a MBA or MTA on campus or on-line.

## Core Course Offerings include:

- Sport Marketing
- Sport Law: Contracts and Negotiations
- Sport and Event Facility Management
- Sport Media and Communication
- Event Management
- Global Sport Governance
- Sport Finance


## Electives include:

- Advertising and Sales
- E-commerce
- Entertainment Management
- Entrepreneurship
- Labor Negotiations
- Nonprofit Management and Marketing
- Strategic Environmental Management

*"Sports transcend race, religion, politics, languages, and borders. GW's global curriculum and Olympic experience helped prepare me for success in the international sports marketplace."*

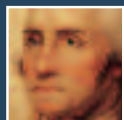
— David Cipullo, Liverpool Football Club, GW Class of 2002





**Are you ready to pursue your passion?**  
Join us in the winner's circle.

Consistently ranked as one of the top Business Schools in the nation, The George Washington University School of Business offers a MBA and MTA with concentration in Sport Management on campus or on-line. Professional Certificate Programs are also available in Sport Management. To learn more about our programs, visit [www.business.gwu.edu/sportMBA](http://www.business.gwu.edu/sportMBA).



THE GEORGE WASHINGTON UNIVERSITY

SCHOOL OF  
BUSINESS

2201 G Street, N.W., Washington, DC 20052  
202.994.6623 • [delpy@gwu.edu](mailto:delpy@gwu.edu) • [www.business.gwu.edu/sportMBA](http://www.business.gwu.edu/sportMBA)