

Our program overview



“This program has provided me opportunities to get involved with sport management student council, studying a semester abroad, along with exciting placements and internships.”

Nicole Greco, Sport Management, Class of 2013



Alumni network and careers

The Department of Sport Management has established a strong network of alumni who facilitate networking opportunities for current students.

Our Alumni Board liaises regularly with the Department regarding current issues and events in the sport industry.

Our alumni careers include:

General Manager, (Soo Greyhounds, OHL Hockey Club)

Manager, Community Marketing and Player Relations (Toronto Blue Jays)

Director, Ticketing (FIFA Women’s World Cup Canada, 2015)

Sr. Vice President (Wasserman Media Group)

Manager, Scouting (Edmonton Oilers, NHL Hockey Club)

Brand Manager (Nike Golf)

Director, Corporate Partnerships (Maple Leaf Sports and Entertainment)

Sport Development and Events Manager (Squash Canada)

Year 1

Introduces students to the field of sport management, the sport industry sectors (public, nonprofit, commercial), the principles of business, and professional engagement for the sport industry.

Year 2

Develops this foundation in sport management through courses in sport law, sport policy, management concepts for the nonprofit sector, organizational behaviour, finance, and research design and evaluation. A highlight of the second year is Sport Court, where students prepare and defend sport-related legal cases in mock court.

Year 3

Provides some breadth to understanding sport management and its application through courses in event management, human resource management, financial management, and marketing. Students gain exposure to the applied research practices involving quantitative and qualitative data. Opportunities to apply sport management principles and theoretical knowledge are provided through a work placement with Brock University’s Athletics, intercollegiate teams, and local special events through an 80 hour experiential learning opportunity.

Year 4

Provides students with greater possibilities to shape their program. Depending upon their major average, students may opt for an internship focus—gaining industry experience and building career contacts through a 440 hour internship in the sport industry within Canada or internationally. Alternatively, students may opt for a course-based final year where they explore the breadth of specialized courses in topics such as law, policy, economics, sponsorships, analytics, and also gain applied experiences through field courses such as major games and sport for development. Students may also opt for a research-based focus where, in consultation with a faculty advisor, they delve deeply into issues and problems of interest in the sport industry conducting an in-depth research project or thesis.