

Sport and Exercise Science: Sport Administration

Doctor of Philosophy



World-renowned program, prestigious degree

UNC has one of the world's oldest and most highly respected sport administration Ph.D. programs. Our groundbreaking program has been training exceptional researchers and teachers since the 1980s. You'll get superior preparation for a faculty career, while building first-hand experience in applied research that has real influence within the sport industry. UNC offers you broad freedom to pursue independent research, with guidance

and mentoring from your faculty advisor. Because of our strong international reputation, you'll meet fellow students from around the world. Our graduates have an outstanding track record in the academic job market, with faculty appointments throughout the United States, as well as abroad. Students in this Ph.D. program are required to successfully complete all requirements for the Applied Statistics and Research Methods doctoral minor.

Career Pathway

Our Ph.D. in Sport and Exercise Science: Sport Administration is a research degree, designed for students who seek careers as college or university professors. In addition to building academic expertise in sport administration, you will develop excellent teaching skills, drawing on UNC's strength as an educator-training institution. Alumni of our doctoral program in sport administration have a stellar record of faculty job placements.

- Pursue an academic career as a faculty member
- Produce applied, relevant, influential research
- Belong to a global alumni network that is highly engaged in sport administration all over the world.

Program Details

- Greeley Campus Delivery (classes begin Fall or Spring semester)
- Credits Required: 64-67
- Time to completion: Three to four years
- Students also have the opportunity to work in the Sport Marketing Research Institute, conducting field research for sport enterprises.

UNCO.EDU/SPORT-MARKETING-RESEARCH-INSTITUTE/

Faculty Areas of Expertise

Potential students are encouraged to contact the professor they wish to study under before applying:

- Alan Morse, Ph.D. — University of Northern Colorado, 2008 — Area of Expertise, Marketing and Revenue Generation; (970) 351-1722
- Yoon Tae Sung, Ph.D. — Florida State University, 2016 — Area of Expertise, Sport Finance and Economics; (970) 351-1708
- Brent Oja, Ph.D. — University of Kansas, 2016 — Area of Expertise, Organizational Behavior; (970) 351-1725

Related Programs

- Sport and Exercise Science: Sport Administration, M.S.

Cost and Value

Tuition rates are based on the 2021-22 Academic Year:

Colorado Resident Tuition: \$685 per credit hour plus fees.

Nonresident Tuition: \$1,296 per credit hour plus fees.

UNC is regularly recognized as a top value for both resident and nonresident students, and the university offers financial aid packages for qualified students. For more information, visit [UNCO.EDU/COSTS](https://unco.edu/costs).

What Students Say

"The doctoral program in sport administration at UNC was a good match for me in several ways. Students and faculty came from a variety of academic and cultural backgrounds and this greatly expanded the scope of discussion. The open-door policy and availability of faculty were important factors in the personal approach in the department. The curriculum provided a very good academic foundation and there was special emphasis on developing sound research methods and critical evaluation skills. I felt that the sport administration program at UNC was well-rounded and provided a very good foundation for a promising career in teaching, research or the sport industry."

-Alex Rondon-Azcarate, Ph.D., Class of 2017

Financing your Education

UNC offers a variety of financial support options, including:

- Scholarships through the Financial Aid Office
- Various graduate assistantships through the Graduate School, the College of Natural and Health Sciences as well as the Athletics Department.
- Colorado resident tuition for students from 15 western states is offered through the Western Regional Graduate Program. To see if you qualify visit [UNCO.EDU/GRADUATE-SCHOOL/FUNDING/WESTERN-REGIONAL-GRADUATE-PROGRAM.ASPX](https://unco.edu/graduate-school/funding/western-regional-graduate-program.aspx)
- For more information contact Financial Aid at [UNCO.EDU/OFA](https://unco.edu/ofa).

Faculty Spotlight

Alan Morse, Ph.D.

Alan Morse earned his Ph.D. in Sport and Exercise Science with an emphasis in Sport Administration from UNC. As a faculty member he spent time at Mississippi State serving as a professor and co-director of the graduate program. He currently serves as an editorial board member for both the Journal of Issues in Intercollegiate Athletics and Case Studies in Sport Management. His research interests include revenue generation in collegiate and professional sport.

Program Contact

Alan Morse, Ph.D.
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970-351-1722

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About UNC Graduate School

The University of Northern Colorado, founded in 1889, is Colorado's right-sized doctoral research university, serving a diverse student body around the world. Given its size, program mix, and mission, UNC offers students the access and opportunities of a small college along with the nationally recognized programs, research funding and facilities that come with being a leading U.S. university. Students seeking preparation for a world (and workplace) full of opportunities and options, complexities and cultures, diversity and demands, will find faculty mentors and excited fellow students to engage with here at UNC.



UNC

UNIVERSITY OF NORTHERN COLORADO

Graduate School

[UNCO.EDU/GRADUATE-SCHOOL](https://unco.edu/graduate-school)