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# One Giants leap

## As US sports export overseas, the programs to run it expand

By ERINA PRAFER

**T**HINK it's hard getting decent Giants tickets? How about landing seats to see them at Wembley Stadium in England?

Business is driving the sports industry overseas. Case in point: Last month's New York Giants vs. Miami Dolphins game was the first regular season NFL game outside of North America.

Next March, the Oakland A's will be opening the Major League Baseball (MLB) season against the Boston Red Sox at Japan's 55,000-seat Tokyo Dome.

According to Anthony Monaco, director of the Sports Management Program and Associate Professor of Sports Management at St. John's University, we're witnessing just the beginning of global sports franchising.

"We look at our sports as self-contained entities, but there's the potential to grow our domestic football fan base alone from 400 million to four billion," he says.

And while MLB did over a billion dollars in revenues in the United States this year, they can double that in the Caribbean and Pacific basin, says Monaco.

"The revenue streams for merchandising have to come from outside of the United States. All leagues in America have to pursue a globalization advantage in order to maintain their growth and standing as a major sport entity. It's the future," he adds.

To help prepare the next generation of sports agents, marketers, promoters and other related professionals, St. John's has rolled out its brand new master's degree of Professional Studies in Sports Management this fall.

Twenty-four students are currently enrolled in the two-year program, which offers two distinct concentrations.

The International Dimension of Sport Management track includes courses such as Strategic Sports Management, Information Management of Sport, and Financial Perspective of Sport Management.

The Coaching Leadership specialization incorporates classes like Social Psychological Aspects of Sport, Sport Science, Coaching for Optimal Performance, Sport Science, and Polling Techniques and Analysis. Graduates are qualified for positions coaching youth through collegiate level athletes both here and abroad.

Unique to this program, during their second year, or after taking 12 credits, students participating in either track must complete an internship with an international or multinational organization.

Placements include spots in marketing, booking, exhibition promotion and event management departments, according to Carol A. Fletcher, Assistant Professor of Sports Management at St. John's



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Playing the game: The expansion of sports abroad, as spearheaded by the New York Giants vs. Miami Dolphins in London last October, is being tapped for a new master's degree. Below: Carol A. Fletcher, Assistant Professor of Sports Management and Anthony Monaco, director of the Sports Management Program and Associate Professor of Sports Management at St. John's University.

University.

"We want our students to be placed in a good position for hiring," she said.

With affiliations with Rosne University of Management Sciences in Russia and an embed into the University of Denmark, "We're really a university program without frontiers," added Professor Monaco. "Our students can engage in continued study abroad."

Hofstra University is also on the ball and keeping up with the changing face and breadth of the sports industry with its new MBA concentration in Sports and Entertainment Management.

Launched a year ago, the new degree provides a solid foundation in the business side of the field.

"Many undergraduates and even graduates are misled by the glamour of the industry. They just focus on becoming an agent, but there are finance issues, venue management issues, contract negotiations and arbitration issues that are critically important," said Stuart Bam, director of Graduate Programs at the Frank G. Zarb School of Business at the university.

For example, think of all the



business decisions that have to be made to organize a major sporting event.

"It ranges from information solutions to general management to retaining a facility to contract law and individual contract negotiations with sponsors, as well as ticket sales," explained Professor Bam.

Some of the courses included in the degree's curriculum are Communications, Media Sports and Entertainment Management, Sports Marketing, Entertainment Law, and Finance of Sports and Entertainment.

Internships are a key component of this graduate degree as well.

"There are at least half a dozen students working with the New York Jets right now," declared Bam.

With the degree in hand, graduates can also enter the non-profit sector.

"Many big sports figures have their own non-profit arms — it's an expanding field," says Bam.

Besides increased knowledge and skills, increased earning power is another major benefit to attaining the degree.

"I would imagine salaries for people who work for William Morris Agency (one of the largest sports/entertainment agencies) would be in six figures," says Bam.

### FOR MORE INFORMATION

- St. John's: [www.stjohns.edu](http://www.stjohns.edu) (718) 590-1601
- Hofstra: <http://bulletin.hofstra.edu> (516) 462-6800