Master of Arts (MA) in Human Kinetics
Emphasis on Sport Management

Gain Cutting-Edge Knowledge in Sport Management

The Professors: Your Dedicated Experts

Eric MacIntosh, Ph.D.
Organizational behaviour and marketing

Milena Parent, Ph.D.
Events & governance

Benoit Seguin, Ph.D.
Marketing

Marijke Taks, Ph.D.
Socio-economic aspects and consumer behaviour

Why choose uOttawa to study sport management?

Options: Choose from a wide range of optional sport management-specific courses
Professors: Choose from internationally-recognized professors with expertise in research and practice
Location: Close to many national sport organizations means ample opportunities for research and hands-on experiences

CAREER OPPORTUNITIES

- Research and teaching through doctoral (PhD) studies
- Manager/director of a local, provincial/territorial or national sport/recreation organization
- Manager in a municipal, provincial/territorial or national sport/recreation department (e.g., university athletics department)
- Manager in a fitness centre or professional sport organization (professional team or sport apparel company)
- Manager in a sport marketing or consulting agency

Sport Management Students in Action
Masters and PhD students visiting the Norwegian School of Sport Sciences (NIH) in Oslo as part of the uOttawa-NIH partnership opportunity