Master of Human Kinetics (MHK) -
Concentration in Sport Management

The Program: Training Executives Through Depth & Breadth

- Marketing & Sponsorship
- Finance
- Strategy
- Leadership & Human Resource Management
- Events
- International Perspectives

The Professors: Your Dedicated Experts

- Eric MacIntosh, Ph.D. - Organizational behaviour and sport marketing
- Milena Parent, Ph.D. - Events & Governance
- Benoît Séguin, Ph.D. - Marketing
- Marijke Taks, Ph.D. - Socio-economic aspects and consumer behaviour

Why choose uOttawa to study sport management?

Experience: Internship, practical and theoretical experience
Location: Home to many national sport organizations and Sport Canada
Opportunities: Consulting & networking opportunities with local organizations, professionals and alumni

Manager: Local, provincial, national, & international sport/recreation organizations
Fitness centre manager
Manager: Sport apparel or sport marketing agency

CAREER OPPORTUNITIES:

- All levels of government
- Olympic & professional sports
- University athletics departments

MHK Sport Management Students in Action
Students presenting in front of Rogers Sportsnet executives in Toronto (Ontario)

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