

# SPORTS PRODUCT MANAGEMENT ONLINE MASTER'S PROGRAM STUDENT ROADMAP



	FALL YEAR 1	WINTER YEAR 1	SPRING YEAR 1	SUMMER YEAR 1	FALL YEAR 2	WINTER YEAR 2	SPRING YEAR 2
	INSIGHTS		CREATION		BUSINESS	GLOBAL	LAUNCH
MARKETABLE SKILLS	<ul style="list-style-type: none"> <li>• Consumer insights</li> <li>• Competitive analysis</li> <li>• Marketplace opportunity</li> </ul>		<ul style="list-style-type: none"> <li>• Product brief</li> <li>• Product marketing</li> <li>• Costing</li> </ul>		<ul style="list-style-type: none"> <li>• Financial plan</li> <li>• Balance scorecard</li> <li>• Line plan</li> <li>• Marketing plan</li> <li>• Product testing</li> </ul>	<ul style="list-style-type: none"> <li>• Global awareness</li> <li>• Demand planning</li> <li>• Marketplace capacity</li> </ul>	<ul style="list-style-type: none"> <li>• E-commerce</li> <li>• Sell-in</li> <li>• Product launch</li> </ul>
CLASSES	<ul style="list-style-type: none"> <li>• Product Line Management</li> <li>• Human Physiology</li> <li>• Professional Development</li> </ul>	<ul style="list-style-type: none"> <li>• Design Thinking</li> <li>• Consumer Research</li> <li>• Branding</li> <li>• Professional Development</li> </ul>	<ul style="list-style-type: none"> <li>• Sourcing and Costing</li> <li>• Product Development</li> <li>• Professional Development</li> </ul>	<ul style="list-style-type: none"> <li>• Global Business</li> <li>• Green Materials</li> <li>• Sustainable Logistics</li> </ul>	<ul style="list-style-type: none"> <li>• International Sports Business</li> <li>• Legal Aspects of Sports Product</li> <li>• Strategic Management</li> </ul>	<ul style="list-style-type: none"> <li>• Marketing Strategy</li> <li>• New Venture Planning</li> <li>• Finance</li> </ul>	<ul style="list-style-type: none"> <li>• Leadership</li> <li>• Industry Projects</li> <li>• Capstone</li> </ul>
EXPERIENTIAL/ PERSONALIZED	<ul style="list-style-type: none"> <li>• Residency #1: orientation</li> <li>• Integrated lab</li> <li>• Mentors (ongoing)</li> <li>• Coaches (ongoing)</li> </ul>	<ul style="list-style-type: none"> <li>• Residency #2</li> <li>• Integrated lab</li> </ul>		<ul style="list-style-type: none"> <li>• Residency #3</li> <li>• Integrated lab</li> </ul>		<ul style="list-style-type: none"> <li>• Residency #4: Asia international trip</li> <li>• Integrated lab</li> </ul>	<ul style="list-style-type: none"> <li>• Residency #5: capstone</li> <li>• Graduation</li> </ul>
PROJECT		Product brief	Tech pack		Business plan		Capstone
LEADERSHIP	Insights	Marketing yourself	Career map	Building networks	<ul style="list-style-type: none"> <li>• Intercultural leadership</li> <li>• Team leadership</li> </ul>	Career plan	Leadership

\*SUBJECT TO CHANGE

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