



Belmont Abbey College Launches Online Master of Arts in Sport Management Degree

Press Inquiry Contact: Sarah Bolton, Marketing Project Manager, sarahbolton@bac.edu, 704-461-7016

FOR IMMEDIATE RELEASE – Belmont, N.C. (December 9, 2024) – Today, Belmont Abbey College announces the launch of its online Master of Arts (MA) in Sport Management degree, one of the few of its kind in North Carolina. Designed to equip students with the knowledge and skills necessary to excel in the dynamic field of sports management, the college will welcome its inaugural cohort in Fall 2025.

Students will develop essential leadership and management skills to excel in executive roles within sports teams, leagues, and organizations while learning to build powerful brands, engage fans, and drive sustainable revenue growth through innovative marketing and digital strategies. In addition, they will receive exclusive access to networking opportunities with industry leaders and professionals. Grounded in Catholic and Benedictine traditions, the program emphasizes the cultivation of character, virtue, and sound business principles, preparing graduates to navigate and influence the evolving landscape of contemporary sports.

"After an extensive career successfully leading sports medicine, sports representation, and sports business companies on a national and international level, as well as personal experience as a world-class athlete and coach, I know that Dr. Trey Cunningham and the faculty teaching in our new master's degree program in sports management have the knowledge, experience, and industry relationships to give our students the very best opportunity to succeed in the world of sports management," said Dr. Bill Thierfelder president of Belmont Abbey College.

Dr. Thierfelder underscores the distinctive approach the Abbey takes toward sports, stating, "At Belmont Abbey College, we believe that sport is a means for developing both world-class performance and virtue. It is about the development of the whole person in body, mind, and soul. Sport builds and strengthens virtue, character, and leadership, ensuring the best outcomes on and off the 'field of play.' This applies to athletes, coaches, directors, GMs, and owners. The launch of our MA in Sport Management reflects our commitment to helping shape professional men and women into outstanding ethical leaders who will transform the world of sport." To ensure that sport is properly directed, our Master's students will participate in a course titled Sport and Virtue. In this class, they will explore the connection between sports and the cultivation of virtue, gaining a deeper understanding of ethical leadership and integrity in sports management.

The online format of the program allows for flexibility, making it accessible to a diverse range of students, including working professionals and those seeking to advance their careers in the sports industry. The curriculum will cover essential topics such as sports marketing, event management, and strategic leadership in sports, providing students with a comprehensive understanding of the sports business landscape.

"We are thrilled to offer this rigorous program, which reflects our commitment to providing a holistic education that meets the ever-changing needs of today's students," said Joe Wysocki, Provost of Belmont Abbey College. "The MA in Sport Management will prepare graduates to take on leadership roles in various sectors of the sports industry, from professional teams to community organizations."

According to Dr. Trey Cunningham, Program Director of the MA in Sport Management at Belmont Abbey College, "This program offers a unique opportunity for students to gain industry knowledge while balancing personal and professional commitments. We aim to develop graduates who are not only skilled in sports management but also grounded in ethical leadership, ready to make a positive impact in the sports industry and their communities."

The college tailored the MA in Sport Management for working professionals, offering an affordable, flexible, and fully online format. Students can complete the program in as little as 12 months, with the convenience of asynchronous learning. Students will prepare themselves for various careers, including Sport Operations Manager, Athletic Director, Youth Sport Program Director, Athletic Sports Information Director, and Sponsorship Coordinator, among others. For more information about this program, click [here](#).

Belmont Abbey College is currently accepting applications for the Fall 2025 semester while the Master of Arts in Sport Management awaits final approval from the Southern Association of Colleges and Schools Commission on Colleges (SACSCOC). [Apply here](#).

About Belmont Abbey College: Founded in 1876, Belmont Abbey College is a private, Catholic baccalaureate and liberal arts institution that educates students in the liberal arts and sciences so that in all things, God may be glorified. The college welcomes a diverse body of students and provides them with an education that will enable them to lead lives of integrity, to succeed professionally, to become responsible citizens, and to be a blessing to themselves and to others. The college is conveniently located just 10 miles west of Charlotte, N.C., and is currently home to more than 1500 students. For more information, visit <https://belmontabbeycollege.edu/>.