

Master of Science in Sports Product Management

Summary

November 22, 2014

(Program Approval Format for HECC Docket Submission)

Instructions: Please provide brief responses to the following questions. Limit your information to no more than two pages, if possible.

Month and Year: Program Proposed Start Date: September 2015

Program Description and Justification

1. Identify the institution, degree and title of the program.
University of Oregon. Master of Science in Sports Product Management.
2. Describe the purpose and relationship of the proposed program to the institution's mission and strategic plan.
This program will be a pioneer in combining traditional classroom teaching and intensive experiential learning. The experiential learning will include experiences in both the innovation lab (maker space) and the innovation store (Retail space).

The program was developed in accordance with the white paper on experiential learning developed by Ron Bramhall, LCB faculty, in 2006. The program will serve an established need in the sports product industry, an alpha-cluster of companies in Oregon. The Sports Product industry has partnered with UO in the development of this program, with over 36 industry executives, representing 18 different companies serving on the Sports Product Management industry advisory board. The companies have agreed to take interns, as well as provide jobs for our graduates. This serves the UO goal to aid in economic development in the state. The Sports Product Institute will support research pertinent to its mission including marketing, cost accounting, sustainable business, product design, human physiology and green chemistry. This is consistent with the AAU mission of the UO.

3. What evidence of need does the institution have for the program?
This program was developed after intensive market research. Individual interviews and focus groups involving over 150 senior executives in the sports product industry met to answer the question – “what is the greatest educational need of this industry that UO could address?” The program designed here is the output of those discussions. Further, there is a 36 person External Advisory Board, representing 18 sports product companies, that meets thrice yearly to continue input on the development of the program. We also conducted interviews with approximately 50 current Warsaw Sports Marketing Center affiliated undergraduate and MBA students, as well as LCB alumni affiliated with the Warsaw Sports Marketing Center currently working in the sports product industry. Their support was strong, and they felt this would be a valuable addition to the UO efforts to create an

educational pathway into the sports product industry. The first offerings have been multiple day workshops. The last four workshops have sold out, with participants attending from across the USA as well as international participants.

This program will not cannibalize sports business students affiliated with the Warsaw Sports Marketing Center as they address very different segments of the sports industry. Sports business is involved in the service sector including events, sponsorships, and marketing. Students typically have backgrounds in marketing, management, humanities, social sciences and journalism. Sports product overlaps the manufacturing or product sector. Students will have backgrounds in bio-mechanics, engineering, chemistry, design, supply-chain management or business. Together, Warsaw and Sports Product place UO at the forefront of education and research for the sporting industry, a critical sector of the Oregon economy.

4. Are there similar programs in the state? If so, how does the proposed program supplement, complement, or collaborate with those programs?

PSU has recently initiated an undergraduate certificate in Sports Retailing. The UG Sports Product certificate at PSU aims at educating students for sports product retailing. PSU has no product design so their program is structured very differently than our proposed MS program. PSU is also offering a non-credit certificate in Athletic & Outdoor Sports Management through their Academic Extension Department. These programs are complementary and also needed by the industry. We are meeting with PSU leadership to collaboratively present the collection of programs to the industry.

5. What new resources will be needed initially and on a recurring basis to implement the program? How will the institution provide these resources? What efficiencies or revenue enhancements are achieved with this program, including consolidation or elimination of programs over time, if any?

We have already raised funding necessary to get us to program launch/tuition flow. We have a long-term business model that is based on endowment, operational gifts, and tuition funding flowing from the University budget model. The LCB Board of Advisors has indicated that raising \$20MM for this program should be relatively easy and have committed to assisting us in that endeavor. Rick and Erika Miller are the lead donors with committed gift of \$15MM. An additional gift of \$5MM is under discussions with another donor. The program is ranked highly in LCB priorities for the upcoming campaign. The partner master's in product design is ranked highly in the AAA and University priorities for the campaign. The program startup expenses are being covered by gifts of \$525,000 in addition to the \$400,000 loan from the provost's office to be repaid from program proceeds. The University's Strategic Initiative process provided an additional \$150,000 for program startup.

All appropriate University committees have positively reviewed the proposed program.