### Program Overview

The sports industry in the United States is a multi-billion dollar industry and may soon exceed a trillion dollars at the global level. There will be an increasing number of employment opportunities in the industry for well-prepared graduates who understand the legal and business factors involved in solving problems arising in the sports industry. This program melds sports, law and business into Master of Sports Law & Business (MSLB) degree, a unique one-year graduate degree from a university that is top-ranked in law, business, and athletics. Students in the JD, LLM, and MLS programs at the Sandra Day O'Connor College of Law at Arizona State University may also emphasize sports law and business as a part of the Sports Law & Business Program. The Phoenix metropolitan area is an ideal location for a sports law and business program, with its four major professional clubs – the Arizona Cardinals (NFL), the Arizona Coyotes (NHL), the Arizona Diamondbacks (MLB), and the Phoenix Suns (NBA). As a haven for sports enthusiasts located in the sunny Southwest, Phoenix also hosts major events including the Super Bowl, the College Football National Championship, and the Final Four. The area is also known for its PGA and NASCAR events. Many other teams and events make the area a wonderful learning laboratory for our hardworking students.

### World Class Faculty

#### Nationally and Internationally Respected Faculty Experts

Full-time faculty members at ASU Law and the W.P. Carey School of Business, together with professors of practice drawn from leaders in the sports industry, offer a robust curriculum and challenging learning experiences for students in the Sports Law & Business Program. Faculty members have decades of experience in the sports industry, at the amateur and professional levels. Many are also recognized scholars in the field, who have authored leading texts in the sports law and business and career areas. This strong faculty, coupled with individuals working in the industry who oversee internships and specialized projects, offer students an educational experience that melds the best of theory and practice, in preparing students to enter the sports profession.

#### Current Faculty

- **Rodney K. Smith**, Professor/Director of the Sports Law & Business Program
- **Michael Mokwa**, Professor of Marketing, W.P. Carey School of Business
- **Sam Renaut**, Professor/Assistant Director of Sports Law & Business Program
- **Glenn Wong**, Distinguished Professor of Practice and former President of the Sports Lawyers Association
- **Allan “Bud” Selig**, O'Connor Distinguished Professor of Sports in America, former Commissioner of MLB
- **Ray Anderson**, Professor of Practice and Athletics Director, Sun Devil Athletics
- **Don Gibson**, Professor of Practice and former Vice President and General Counsel of MLB Properties
- **Rocky Harris**, Professor of Practice and Chief of Staff, Sun Devil Athletics
- **Steve Webb**, Professor of Practice and Executive Director of Athletics Compliance at Arizona State University
- **Caleb E. Jay**, Professor of Practice and Senior Director of Legal Affairs for the Arizona Diamondbacks
- **Travis J. Leach**, Professor of Practice and co-leader of Ballard Spahr’s sports industry practice
- **Daniel McIntosh**, Professor of Practice in the Sports Business area
- **Steven A. Adelman**, Professor of Practice, Venue Management and Sports and Entertainment Lawyer

### Unique Partnerships

ASU Law has partnered with the W. P. Carey School of Business and Sun Devil Athletics to offer a Master of Sports Law & Business (MSLB) degree. This is the only graduate program in the United States that intentionally combines sports law, business, and athletics in an effort to prepare a generation of problem-solvers to work in the industry. This intensive 36-credit hour degree can be completed by a full-time student in 12 months. Students working in the area may also participate in a two-year, part-time program. The MSLB degree is not currently offered online, although online students may take courses in the sports and business areas, creating an emphasis. This innovative program is for industrious students interested in working in the sports, entertainment, and related industries. Graduates are equipped to understand the regulatory, revenue, and branding forces at work in the sports industry, nationally and globally, and are prepared to solve problems arising in the industry. Students may start the program in the fall or spring term.

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Course Offerings

Courses for the Sports Law and Business Program are offered in the Phoenix area in the fall and spring. Required courses include:

- Sports Law & Business
- Amateur Sports Law & Business
- Professional Sports Law & Business
- Sports Analytics
- Sports Business Strategy and Industry Dynamics
- Sports Marketing
- Strategic Career Planning in the Sports Industry
- Negotiating and Drafting Contracts in the Sports Industry
- Courses that are often offered as electives in the program include International Sports Law & Business; Development in Collegiate Athletics; NCAA Infractions and Compliance; and Risk Management in Venues. Students also regularly do independent study projects in areas of interest to them, under the tutelage of respected members of the sports profession.

Students are required to complete a major illustrative internship or special project in an area that will assist them in their efforts to secure an appropriate position in the industry. Some students will also occasionally take other courses within the law school that are consistent with their career objectives.

Placements have included:

- Arizona Diamondbacks
- Phoenix Suns
- Steve LeVine Entertainment
- Final Four
- Fiesta Bowl
- Sun Devil Athletics
- Arizona United
- Arizona Coyotes
- Synergy
- Super Bowl
- Las Vegas 51’s
- MLB
- Cactus League
- PGA of America

Sports Law & Business Emphasis

Emphases in sports law and business are also offered, through the Sports Law & Business Program, to JD, MLS, and LLM students. Students seeking the emphasis are not required or able to take all of the required courses in the MSLB curriculum; but they are permitted to select from a broad array of courses. They may also participate in an appropriate externship or special project, but they are not required to do so. JD and LLM students may also have the opportunity to work on the Sports and Entertainment Law Journal. Many students publish work done as a part of their sports law and business graduate experience.

Sports Law & Business Events

In 2015, ASU Law, the W.P. Carey School of Business, and Sun Devil Athletics hosted a conference headlined by keynote addresses by Tony Dungy and Oliver Luck, examined Regulatory (legal), Revenue (business), and Reputational (concern for brand) pressing issues in the industry. It brought experts together from law, business, and athletics to discuss the future of professional, intercollegiate, and amateur sports.

In 2016, ASU Law, the W.P. Carey School of Business, and the Walter Cronkite School of Journalism and Mass Communications held a Symposium hosted by Rick Horrow and featured a keynote address by Ray Anderson, ASU’s VP for University Athletics, Athletic Director.

These conferences and symposia provide opportunities for students to organize, meet and interact with leaders in the sports industry and faculty experts to discuss key topics, trends and insights regarding the future of professional, amateur, and intercollegiate sports in America, and globally.