

**NYU**SCHOOL OF
PROFESSIONAL STUDIES**CONTACTS:**

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NYU - School of Professional Studies, Launches New MS in Global Sport***Program Designed to Prepare Professionals for Emerging Opportunities
in the Growing and Evolving Field of Global Sports Business*

NEW YORK, January 8, 2019 — Over the last decade, the globalization of the sports industry—from World Cup-style events to the creation of sport development programs in countries like China, Brazil, and India to the growth in the Olympic Games—has created greater market opportunities than ever before in sports business. Technology and the digital transformation have brought distant cultures into focus, making sports a universal language connecting the world.

To meet the growing demand for business professionals with the management, economic, analytical, marketing, and legal skills required to lead in this growing space, the NYU School of Professional Studies (NYUSPS) [Preston Robert Tisch Institute for Global Sport](#) has developed the [MS in Global Sport](#). Applications are currently being accepted for the inaugural Fall 2019 class. This degree serves as an alternate to the Tisch Institute's globally-ranked [MS in Sports Business](#).

The new **MS in Global Sport** is a 36-credit, low-residency master's degree that can be completed in just 16 months of study, beginning in September 2019. The program is designed for busy professionals from around the world, who work in a diverse range of fields including sports business, general business, economics, journalism, communications, law, and statistics, among others. It is offered predominantly online, requiring only four 1-week residencies—two in NYC and two at NYU global locations. Students will acquire comprehensive knowledge and critical skills in key facets of sports business including digital media and marketing, analytics, leadership, finance and economics, and sports law. They also will benefit tremendously from being part of an international cohort, learning and networking with peers from across the globe who share their drive and their passion for sport.

“The MS in Global Sport is designed specifically for business professionals who wish to deepen their understanding of the unique differences between cultures and the role of global sports, while gaining practical knowledge and critical skills in key facets of sports business,” said Vince Gennaro, associate dean of the NYUSPS Preston Robert Tisch Institute for Global Sport. “This unique format will provide access to the globally-ranked Tisch Institute's curriculum and faculty members for those who may not have the flexibility to come to NYC for an extended period.”

Curriculum consists of 13 required courses that build critical thinking skills and a comprehensive understanding of global sport. They include: **Foundations of Global Sport Management, The Science of Fandom, Digital Sports Media and Marketing, Sports Finance and Economics I and II, The Olympics and Global Events, Globalization of Sport, Sports Law, International Sports Law, Revenue Strategies, Sports Analytics, a Seminar in Sports Leadership**, and a **Capstone in Global Sport**.

For media inquiries regarding the new [MS in Global Sport](#), or to speak with one of our experts on a related topic, please contact Michael DeMeo at michael.demeo@nyu.edu or at **212-992-9103**.

Faculty members teach in a broad range of specialty areas, bringing their expertise and their invaluable industry connections to create a world-class, NYU educational experience. They include:

David Abrams, Clinical Assistant Professor, NYUSPS Preston Robert Tisch Institute for Global Sport

David Abrams has had a 32-year career developing, advising, and implementing complex, debt-related financing solutions for sports owners, facilities, municipal government, and corporate clients. He is a sports facilities specialist for Inner Circle Sports in NYC and previously worked with Merrill Lynch, Morgan Stanley, and Bear Stearns & Co. He holds four professional licenses from the Financial Industry Regulatory Authority and earned an MBA in finance from Northeastern University.

Brandon Brown, PhD, Clinical Assistant Professor, NYUSPS Preston Robert Tisch Institute for Global Sport

Brandon Brown has spent his professional and academic career concentrating on the sport management field. Formerly teaching a number of sport management courses at the University of Tampa, Brown has spent time at Texas A&M University, the University of Central Florida, and Florida State University earning a PhD, an MBA, and a BS respectively. In addition to serving as a marketing consultant for professional sports teams including the New York Mets, the Tampa Bay Rays, and the Pittsburgh Pirates, he has authored a number of book chapters and refereed journal articles, which focus on his areas of specialty—sport marketing, consumer behavior, and minority consumption habits.

Vince Gennaro, Associate Dean, NYUSPS Preston Robert Tisch Institute for Global Sport

In addition to his duties as associate dean of the Preston Robert Tisch Institute for Global Sport, Vince Gennaro serves as chairman of the board of directors of the Society for American Baseball Research (SABR) and is host of the weekly national radio show on SiriusXM—*Behind the Numbers: Baseball SABR Style*. The author of two books, *Field of Dreamers: Tales from Baseball Fantasy Camp*, and *Diamond Dollars: The Economics of Winning in Baseball*, Gennaro also was president of Pepsi's Fountain Beverage Division, and was general manager of a billion-dollar bottling business, in addition to holding senior positions in marketing, sales, and operations.

Andrea Geurin, PhD, Clinical Associate Professor, NYUSPS Preston Robert Tisch Institute for Global Sport

Andrea Geurin serves as the academic director of the NYUSPS Preston Robert Tisch Institute for Global Sport. Her research primarily examines the utilization of new media by sport organizations and athletes; user-generated branding in sport; and media portrayals of athletes of differing gender, race, and nationality. Her work has been published in numerous academic books and journals and she has presented her research in the US, Mexico, Canada, Germany, Spain, Ireland, Norway, Sweden, Australia, and New Zealand. In 2015, she received the North American Society for Sport Management (NASSM) Research Fellow Award, recognizing her research contributions to the field of sport management. Geurin earned a BA in journalism, an MS in sport management and athletic administration, and a PhD in sport management from Indiana University.

David Hollander, JD, Clinical Associate Professor, NYUSPS Preston Robert Tisch Institute for Global Sport

David Hollander is a former executive producer for MTV2, the New Jersey Nets, and the American Basketball League. His years of professional experience in sports management, marketing, and promotions have made him a sought-after consultant for the Brooklyn Nets, the NY Islanders, the NY Jets, espnW, and New York Liberty. Hollander publishes articles regularly in news outlets such as *Sports Illustrated*, *The Huffington Post*, the *New York Daily News*, and *Slate*.

Cameron Myler, JD, Clinical Assistant Professor, NYUSPS Preston Robert Tisch Institute for Global Sport

Cameron Myler is a four-time Olympian in luge. She served as an arbitrator for the Court of Arbitration for Sport (CAS) at the 2018 Winter Olympics and she currently is the chair of the Audit and Ethics Committee for USA Luge. Myler is a sought-after international speaker and guest lecturer on the subject of sports law. She previously worked as an attorney for a global business litigation firm and as a senior associate at a nationally recognized media, entertainment, and intellectual property law firm.

For a full list of Tisch faculty members [click here](#).

About the NYU School of Professional Studies Preston Robert Tisch Institute for Global Sport

Through interdisciplinary curricula, field internships, alumni-student mentorship, applied research, individualized degree advisement, a dedicated and accomplished advisory board, and faculty members who are experts in their fields, the NYU School of Professional Studies Preston Robert Tisch Institute for Global Sport provides the pathway to help students meet their professional goals in the sports business industry. The Tisch Institute's [graduate](#) and [undergraduate](#) programs provide a top-notch education and the opportunity to meet and to network with industry leaders. Its location in New York City, home to more sports teams, leagues, and media outlets than any other metro area in the country, offers the perfect setting for gaining a comprehensive overview of the complexities of the business. The Institute's renowned, highly attended professional conferences and events provide an unparalleled opportunity to learn from leaders in their fields. For more information, visit sps.nyu.edu/tisch.

About the NYU School of Professional Studies

Established in 1934, the NYU School of Professional Studies (sps.nyu.edu) is one of NYU's several degree-granting schools and colleges, each with a unique academic profile. The reputation of the School of Professional Studies arises from its place as the NYU home for industry focused education and applied research that is related to key knowledge-based fields where the New York region leads globally. This is manifest in the School's diverse graduate, undergraduate, and Professional Pathways programs in fields such as Accounting, Finance, and Law; Applied Health; Arts, Design, and Film; Economic and Urban Development; English-Language Learning; Entrepreneurship; Fundraising and Grantmaking; Global Affairs; Global Security, Conflict, and Cybercrime; Hospitality, Travel, and Tourism Management; Humanities; Human Resource Management and Development; Languages; Management and Systems; Marketing; Professional Writing; Project Management; Public Relations and Corporate Communication; Publishing; Real Estate, Real Estate Development, and Construction Management; Sports Business; and Translation.

More than 80 distinguished full-time faculty members collaborate with an exceptional cadre of practitioner/adjunct faculty members and lecturers to create a vibrant professional and academic environment that educates nearly 5,400 degree-seeking students from around the globe each year. In addition, the School fulfills the recurrent professional education needs of local, national, and international economies, as evidenced by over 18,000 Professional Pathways enrollments in Career Advancement Courses, Certificates, and Diploma Programs. The School's community is enriched by nearly 25,000 degree-holding alumni worldwide, many of whom serve as mentors, guest speakers, and advisory board members. For more information about the NYU School of Professional Studies, visit sps.nyu.edu.

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