



MARK H. McCORMACK
Department of Sport Management

SPORT MANAGEMENT & LEADERSHIP ACADEMY



A two-week, two-credit
summer program for
high school students
hosted at the University
of Massachusetts Amherst.



Immerse yourself in sports business at the world's #1 ranked sport management program.

Learn from world-renowned faculty members & alumni on topics such as:

- Event Management
- Sport Marketing & Sales
- Sport Law & Negotiations
- Leadership in Sport
- Data Analytics

Experience a diverse and interactive approach to learning:

- Lectures, research and industry insights
- Group work, simulations, & case studies

Field trips to sport business centers such as:

- The Basketball Hall of Fame
- Gillette Stadium @ Patriot Place
- Mullins Center

Experience a sense of college life on one of the nation's premier campuses:

- Housing & social events in the University's modernized Commonwealth Honors College
- Meals at UMass Dining Commons (ranked #1 nationally by The Princeton Review)

“Focus on your career first, everything else will fall into place.”
—Mark H. McCormack

