

## Sports Law & Business

### Program Overview

The sports industry in the United States is a multibillion-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. The Sports Law & Business Program at the Sandra Day O'Connor College of Law at Arizona State University is a unique program that blends sports, law, and business from a university that is top-ranked in law, business, and athletics. The program offers a Master of Sports Law & Business (MSLB), JD and LLM with an emphasis in sports law and business.

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 Playoff 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, 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.

Faculty and students



### 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 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 and current professionals may also participate in a two-year, part-time program.

We also offer an online Master of Legal Studies in Sports Law & Business, allowing students to take courses in the sports and business areas remotely. 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.

### Faculty Experts

**Glenn Wong**, Executive Director, Distinguished Professor of Practice and former President of Sports Lawyers Association

**Michael Mokwa**, Professor of Marketing, W. P. Carey School of Business

**Sam Renaut**, Assistant Director of Sports Law & Business Program

**Allan "Bud" Selig**, O'Connor Distinguished Professor of Sports in America, former Commissioner of MLB

**Dana Hooper**, Faculty Associate and Shareholder at Greenberg Traurig

**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**, Faculty Associate and Chief Operating Officer of Sun Devil Athletics

**Steve Webb**, Faculty Associate and Executive Director of Athletics Compliance at Arizona State University

**Caleb E. Jay**, Faculty Associate and Senior Director of Legal Affairs for the Arizona Diamondbacks

**Travis J. Leach**, Faculty Associate and co-leader of Ballard Spahr's sports industry practice

**Daniel McIntosh**, Lecturer in the Sports Business area

**Steven A. Adelman**, Faculty Associate, Venue Management and Sports and Entertainment Lawyer

**Stephanie Jarvis**, Lecturer, Sports Law & Business Program

**Christopher Lee**, Clinical Assistant Professor of Marketing, W. P. Carey School of Business

## Sports Law & Business

### Learning Experiences

National and international speakers regularly make presentations on campus, and students are encouraged to attend those lectures. Students are also able to take advantage of major conferences involving leaders in the industry, as offered by the Sports Law & Business Program and other programs on campus throughout the year. Given the number of significant sports-related events occurring in the Phoenix area, students are often able to work on projects directly related to events such as the Fiesta Bowl, the Final Four, and the Phoenix Open. Students are able to participate in annual events with Arizona State Athletics, the Arizona Diamondbacks, the Phoenix Suns, and others, where they are able to interact directly with leaders working in the industry.

### Sports Law & Business

Emphases in sports law and business are also offered through the Sports Law & Business Program to JD 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.

### Course Offerings

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

- Amateur Sports Law & Business
- Professional Sports Law & Business
- Sports Analytics
- Sports Marketing
- Strategic Career Planning in the Sports Industry
- U.S. Law & Legal Analysis in Sports
- Sports Business Strategy and Executive Decision-Making
- Negotiations in Sports

Courses that are often offered as electives in the program include Sports Business Development; NCAA Infractions and Compliance; Personal & Business Branding in Sports; Pro Team Sports: Legal Issues in Team Business Operations; 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:

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

### 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, examining pressing issues regarding Regulatory (legal), Revenue (business), and Reputational (branding) forces 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 featuring a keynote address by Ray Anderson, ASU's Vice President for University Athletics and Athletics Director.

In 2017, ASU Law worked with the Final Four to host "Full Court Press," featuring University Presidents, Conference Commissioners, Athletic Directors, and media professionals from around the country in a discussion on the present and future state of college basketball.

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.

