

Sports Law and 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 and 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 and Business (MSLB), a JD or LLM concentration in sports law and business, and a concurrent JD/MSLB degree option.

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 at ASU Law and the W. P. Carey School of Business, along 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 and 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.

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 the various Sports Law and Business degrees. 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 master's 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 a 30-credit hour online Master of Legal Studies in Sports Law and 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 M. Wong, Executive Director, Distinguished Professor of Practice and former President of Sports Lawyers Association

Allan H. "Bud" Selig, O'Connor Distinguished Professor of Sports in America, Commissioner Emeritus, MLB

Sam Renaut, Director, Sports Law and Business Program

Michael Mokwa, Pat Tillman Foundation Distinguished Professor of Marketing

Ray Anderson, Vice President for University Athletics, Professor of Practice

Dana Hooper, Faculty Associate and Shareholder at Greenberg Traurig

Don Gibson, Professor of Practice and former Vice President and General Counsel of MLB Properties

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

Caleb Jay, Faculty Associate, General Counsel, Arizona Diamondbacks

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

Daniel McIntosh, Lecturer, Sports Business and Analytics

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

Stephanie Jarvis, Lecturer, Sports Law and Business Program

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

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Learning Experiences

National and international speakers regularly present 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 and 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 Sun Devil Athletics, the Arizona Diamondbacks, the Phoenix Suns, and others, where they are able to interact directly with leaders working in the industry.

Course Offerings

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

- Amateur Sports Law
- Professional Sports Law
- Sports Analytics
- Sports Marketing
- Strategic Career Planning and Business Communications in Sports
- U.S. Law and Legal Analysis in Sports
- Sports Business Strategy and Executive Decision-Making
- Negotiations and ADR 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. Placements have included:

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| ▪ Arizona Diamondbacks | ▪ PGA of America |
| ▪ Phoenix Suns | ▪ ATP |
| ▪ Arizona Coyotes | ▪ Phoenix Final Four |
| ▪ Phoenix Rising FC | ▪ Sun Devil Athletics |
| ▪ New York Yankees | ▪ Fiesta Bowl |
| ▪ MLB | ▪ NCAA |
| ▪ NFL | ▪ USA Football |

Sports Law and Business

Concentrations in sports law and business are also offered through the Sports Law and Business program to JD and LLM students. Students seeking the concentrations 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. Pursuing the concentration also requires that students participate in some form of experiential learning, either as an intern/extern or through an applied project in sports.

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 and Business Events

Each year, the Sports Law and Business program hosts a marquee event, conference, or symposium. This provides 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 sports across the globe.

In 2015, ASU Law, the W. P. Carey School of Business, and Sun Devil Athletics hosted a conference headlined by Tony Dungy and Oliver Luck, focusing on the regulatory, revenue, and reputational facets of sports.

In 2016, ASU Law joined forces with W. P. Carey School of Business, and the Cronkite School of Journalism and Mass Communication to take on fantasy sports, public and media relations, and amateurism.

In 2017, ASU Law and the Phoenix Final Four collaborated on the "Full Court Press" conference, which brought university presidents, conference commissioners, athletic directors, and sports media professionals together to discuss the world of college basketball.

In 2018, ASU Law proudly partnered with the Global Sport Institute for a full-day summit covering everything from youth sports, to stadium technology and innovation, to esports and more.



NCAA Full Court Press Symposium



Rodney Smith, Tony Dungy, and Ray Anderson



Commissioner Emeritus Bud Selig