



**SUMMER
SPRINGBOARD**
Look Inward. Go Upward.

SPORTS MANAGEMENT INFOSHEET

**New student admissions for
summer 2026 are open**

1-Week Course

This course is one week long, and you can extend your experience to as many as six weeks by adding additional one-week courses.

Program Highlights

- Build a foundational understanding of how the sport industry is structured and what it aims to achieve
- Explore key areas of sports management including personnel, business operations, program development, marketing, recruiting and more
- Learn how to apply business principles to managing sport facilities, events and organizations
- Connect with industry professionals to gain first-hand insight into careers in sports management
- Examine current challenges facing athletes and the sports industry from a management perspective

2026 Dates

Yale

- Session 2: June 21 - June 27
- Session 5: July 12 - July 18



Academic Program Overview

Successful management is essential across every level of the sports industry, from professional leagues to amateur, collegiate, club, public and private organizations. No matter the setting, key management functions remain the same: personnel management, program development, marketing, information management, facilities oversight and legal responsibilities.

Depending on your interests, a career in sports management could mean working directly with athletes, coaches and teams, or focusing behind the scenes as a promoter, marketing manager or sports economist. This course explores the business side of sports and introduces the many directions you can take with a background in sports management.



Excursions

Students will hear from leaders in the sports industry and visit local venues to see how operations run behind the scenes. Past site visits have included Dodger Stadium, Rose Bowl Stadium and SoFi Stadium. In Michigan, students toured Little Caesars Arena and received an exclusive look at the team's day-to-day operations.

Instructor:

Dr. Aaron S. Marks

Dr. Aaron S. Marks holds a DHSc and has worked in entrepreneurial sports ventures, secondary and higher education, and academic advising. Aaron has taught entrepreneurship and sports psychology at the University of New Haven and was a Maynard National Teaching Fellow at Elon University. He holds a Sport-Related Concussion Training Certification from the University of Michigan and a State of Connecticut Coaching Certification. His research focuses on concussion awareness, leadership, entrepreneurship, and game theory applications in athletics.

Tuition Information:

Residential Students:

- **Includes:** all meals, lodging, excursions, academic course and weekend excursions
- **Excludes:** optional airport pickup and drop off service (available for an additional fee)
- **Price:** \$4,298 first week, \$3,298 for each additional week

Commuter Students:

- **Includes:** lunch, academic course, excursions, programming from 9am to 5pm, Monday-Friday
- **Excludes:** lodging, breakfast, dinner and weekend excursions
 - Weekend excursions can be added on for \$125 per day
- **Price:** \$2,498 first week, \$1,998 for each additional week

Supplements:

- **Application fee:** Starting at \$99 (mandatory, non-refundable)
- **Tuition Protection Plan:** Allows for cancellation for any reason up until the day of the program. Click [here](#) for more info.

Course Structure

There are five 4-hour class sessions over the one-week course. Students have class from 9am-1pm, Monday-Friday. Afternoons are dedicated to students' course-specific academic excursion, guest speaker or activity.



Typical Schedule

8AM	Breakfast	
9AM	Academic Course / Commuter Student Arrival	
11AM	15-Minute Break	
11:15AM	Academic Course	
1:15PM	Lunch/Free-Time	
3PM	Academic Excursion/Lab	
5PM	Commuter Students Depart	
6PM	Dinner	
7PM	Evening Activity	
8:30PM	Free-Time	
9:30PM	Back in Dorms	

[More info on Airport Transfer](#)

[More info on Unaccompanied Minor Service](#)

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Summer Springboard programs are not run by our campus partners (with the exception of Cal Poly, University of Washington Foster School of Business, and NYSID which are run in partnership with SSB). Universities and their affiliated departments and partners do not control and are not responsible or liable in any manner for any part of the Summer Springboard program.

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2-Week Course

This is a two-week program where you'll focus on one course for the entire duration.

Program Highlights

- Acquire a baseline understanding of the structure and purpose of the sport industry.
- Explore the different aspects of sports management, including personnel management, business, program development, marketing, recruiting, and more.
- Develop the ability to apply business principles to the management of sport facilities, events and organizations.
- Interact with industry professionals to gain first-hand insight into a career in Sports Management.
- Discuss current challenges facing athletes and the sports industry today and what effect that has from a management perspective.

2025 Dates

[UCLA \(\\$6,298\)](#)

- Session 1: June 21 - July 3
- Session 2: July 5 - July 17
- Session 3: July 19 - July 31

[University of Michigan \(\\$5,698\)](#)

- Session 1: July 19 - July 31



Academic Program Overview

Successful management is required in all segments of the sports industry whether professional, amateur, collegiate, club, public, private, etc. In the management function, the same basic elements are needed, regardless of organizational type: personnel management, program development, marketing, information management, facilities management, and legal responsibilities. Depending on what kind of sport management career interests you, possibilities include working directly with athletes, coaches, and organizations, or working behind the scenes as a promoter, marketing manager, or sports economist. Our course will explore the business management side of sports and expose you to the number of different directions you can take with a background in Sports Management.



Excursions

Students will have the opportunity to hear from leaders in the industry, as well as visit local sports venues. In the past, students have visited Dodger Stadium, Rose Bowl Stadium, and SoFi Stadium. Last summer in Michigan, students had the opportunity to visit the Little Caesars Arena and received an exclusive behind-the-scenes tour of the team's operations.

Instructors

UCLA- Georgy Shukaylo

Georgy Shukaylo, a lecturer and Ph.D. candidate in Sports Management at the University of Michigan, brings a wealth of expertise to our team. Holding a Bachelor's degree in Sports Management from the University of Massachusetts, as well as a Master's degree and Ph.D. in Economics from the University of Arkansas, Georgy's research focuses on sports economics, the role of sports venues in urban development, and the impact of public policies on professional sports.

Michigan- Dr. Nikolas Webster

Dr. Nikolas Webster is a clinical assistant professor of Sport Management at the University of Michigan School of Kinesiology. His research examines the cognitive, affective, and behavioral consequences of sport fandom as well as issues surrounding the economics and management of sport.

Tuition Information:

Residential Students:

- **Includes:** all meals, lodging, excursions, academic course, weekend excursions
- **Excludes:** optional airport pickup and drop off service (available for an additional fee)
- **Price:** See prices under 2026 dates

Commuter Students:

- **Includes:** lunch, academic course, excursions, programming from 9am to 5pm, Monday-Friday
- **Excludes:** lodging, breakfast, dinner, weekend excursions
 - Weekend excursions can be added on for \$125 per day
- **Price:** \$3,298 at UCLA and \$2,998 at Michigan

Supplements:

- Application fee: Starting at \$99 (mandatory, non-refundable)
- Tuition Protection Plan: Allows for cancellation for any reason up until the day of the program. Click [here](#) for more info.

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Course Structure

There are nine 3-hour class sessions over the two-week course. During week one, students have class from 9am-12pm, Monday - Friday. During week two students have class from 9am-12pm Monday through Thursday. Wednesday afternoons are dedicated to additional academic time (excursions, speakers).



Typical Schedule

8AM	Breakfast	
9AM	Academic Course / Commuter Student Arrival	
12PM	Lunch	
1:30PM	Academic Excursions or Recreational Activity	
3:30PM	College Readiness Workshop or True You	
5PM- 6:30PM	Commuter Student Departure	
6PM	Dinner	
7PM	Clubs	
10:30PM	Night Checks	

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