WELCOME MESSAGE

From the Department Chair
On behalf of the faculty and staff of the Department of Kinesiology and Sport Sciences, thank you for your interest in our programs. The department is comprised of three primary disciplines: Athletic Training, Exercise Physiology, and Sport Administration. Graduate degrees are offered in Exercise Physiology, Sport Administration, Nutrition for Health and Human Performance, and Strength and Conditioning. The department has established a reputation within the academy for a commitment to excellence and are recognized as leaders in scholarship.

Our faculty and staff are committed to the following seven principles:

- Diversity: Valuing and including people from all cultures and backgrounds in the pursuit of our common goals.
- Integrity: Demonstrating honesty and fairness in our words and actions.
- Responsibility: Exhibiting pride and accountability in the performance of duties and ensuring the long-term success of our university.
- Excellence: Striving to accomplish our goals with quality, rigor, passion, and distinction.
- Compassion: Behaving in a caring, humane, and empathetic way.
- Creativity: Embracing innovation, flexibility, and Originality in the pursuit of our vision and mission.
- Teamwork: Engaging and working well together to achieve optimal results.

At the U, we transform lives through teaching, research, and service.

Sincerely,

Warren A. Whisenant
MISSION STATEMENTS

University of Miami
The University of Miami’s mission is to educate and nurture students, to create knowledge, and to provide service to our community and beyond. Committed to excellence and proud of the diversity of our University family, we strive to develop future leaders of our nation and the world.

School of Education & Human Development
Our mission is to engage in scholarly research and to prepare leaders in the study and promotion of personal, family, school and community well-being. Through research, teaching, and service we seek to integrate the physical, emotional, intellectual and organizational well-being of diverse populations.

Department of Kinesiology and Sport Sciences
The Department of Kinesiology and Sport Sciences supports the vision and mission of the School of Education through scholarly research, exemplary teaching, and community service. Our mission is to promote knowledge within the widespread realm of sport-related science across the disciplines of sport administration, exercise physiology, and athletic training. Graduates of our programs are well prepared for careers in diverse settings reflective of our multicultural community.
PROGRAM CONTACT INFORMATION

FACULTY

Dr. Windy Dees, Associate Professor
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Email: smullane@miami.edu

Mr. Paul Resnick, Senior Lecturer
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Email: p.resnick@miami.edu

Dr. Warren Whisenant, Professor/Department Chair
Office Location: Merrick Building – Room 317-5
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Email: wwhisenant@miami.edu

ADMISSIONS COORDINATOR

Ms. Lois Heffernan, Graduate Admissions Coordinator
Office Location: Merrick Building – Room 313-D
Office Phone: 305-284-2167
Email: lheffernan@miami.edu
GENERAL PROGRAM DESCRIPTION

The sports industry has been expanding rapidly, both in spectators and participants. As the industry grows, the need for administrators with specialized training becomes more complex and important. Sport Administration is an attractive field for young professionals. A degree in Sport Administration is widely recognized by industry professionals and gives graduates an important advantage when seeking employment. The University of Miami program in Sport Administration prepares individuals for a career in this field according to their personal and professional goals.

Our graduates are now working at the University of Miami and for sports organizations that include:

- American Airlines Arena
- Baltimore Orioles
- Buffalo Bills
- Cleveland Browns
- Chicago Bears
- Dolphin Stadium
- Florida Marlins
- Homestead-Miami Speedway
- IMG
- Miami Dolphins
- Miami HEAT
- Miami Sports International
- Minnesota Timberwolves
- Minnesota Twins
- Nashville Predators
- Orange Bowl Committee
- PGA
- Miami Open
- Super Bowl Host Committee
- Washington & Lee University
- University of Connecticut
SPORT ADMINISTRATION - GRADUATE PROGRAM
Master’s of Science in Education (M.S.)

The curriculum is designed to allow the completion of degree requirements in a 1 or 2-year period. The Sport Administration degree requires the successful completion of 30 credit hours. All students complete the Sport Administration core courses which accounts for 24 credit hours. Students can complete the remaining 6 credit hours through sport industry internships and/or elective courses. A thesis option is also available to students and information about the curriculum required for this academic track can be obtained from a faculty advisor.

SPORT ADMINISTRATION - UNDERGRADUATE PROGRAM
Bachelor of Science in Education (B.S.)

The curriculum is a 39-credit major. The major also requires a minor in another discipline. An essential component of the program is student participation in field placements and internships in the collegiate, professional, recreational, and fitness industries. Through these pragmatic, hands-on experiences, students build the real-life skills necessary for success in the profession.

SPORT ADMINISTRATION - UNDERGRADUATE PROGRAM
Minor

The Sport Administration minor consists of a 15-credit curriculum designed for students who intend to develop competencies and skills necessary to be successful in the sport industry. Students completing the minor in Sport Administration will develop an understanding of how principles related to management, legal issues, leadership, and other essential topics are applied within various sport organizations.
SPORT INDUSTRY PROGRAM
The Sport Industry Program (SIP) was developed in the spring of 2006 and implemented as a pilot program with two organizations, the Miami-Dade Sports Commission and PR Racing Inc. The initiative was developed in order to recruit high quality graduate students to the Sport Administration Graduate Program (SPAD) and provide these students with a unique academic experience. The following is a description of the commitment required by each Sport Industry Partner, the School of Education, and the student. The anticipated number of organizations that will participate in the SIP during the academic school year is seven.

Benefits to Students
- $10,000 Scholarship assistance
- Placement in a 9-12 month internship
- Completion of the graduate degree in 12 months
- $1,000 monthly stipend
STUDENT COMMITMENT
1. The student agrees to work for the Partner for a 9-12 month period as an intern.
2. The internship typically requires the student to work 25 to 30 hours per week and the commitment follows the organization’s working hours, not the university’s academic calendar.
3. Maintain a 3.0 GPA in all graduate coursework.
4. Students are enrolled in 3 classes (9 cdt hrs) and 1 internship class (2 cdt hrs) for a total of 11 hours each semester.

SUMMARY OF FINANCIAL ASSISTANCE
Students enrolled in the SIP will receive financial assistance in the form of a monthly stipend ($1,000) and tuition assistance ($10,000).

GRADUATE STUDENT QUALIFICATIONS
Students interested in participating in the SIP must be accepted and verify their intent to enroll in the Graduate Program by May 1st and contact their advisor to request consideration.
The student should also select three organizations which they are interested in working for. The organizations will each receive three resumes to consider and will contact the applicants for an interview. Once each organization has selected an intern, Mr. Resnick will contact the student to offer the internship. At no time should the student initiate contact with a organization.

Sport Industry Participants have included:
Ransom Everglades
https://www.ransomeverglades.org/page/programs/athletics

Carrollton School of the Sacred Hearth
http://www.carrollton.org/page.cfm?p=352

Life Time Fitness

University of Miami Athletics
http://www.hurricanesports.com

IMG Tickets
http://home.imgtickets.com/
ADMISSION REQUIREMENTS

The Sport Administration Graduate Program has a rolling admission policy; however, students interested in applying for the Sport Industry Program must have all application materials submitted by May 1st.

In order to be considered for admission students must provide:
1. An official copy of all undergraduate transcripts
2. Recommendation letters from three different sources, at least two must be academic references
3. Requisite GRE scores
4. Current professional resume

All questions regarding the admissions process should be directed to Lois Heffernan, School of Education and Human Development, Graduate Admissions Coordinator, lheffernan@miami.edu or 305-284-2167.

GRADUATE PROGRAM RETENTION POLICIES

Graduate students are expected to maintain a 3.0 GPA and successfully complete all classes with a grade of ‘C’ or better. A student may be dismissed from the graduate program if he/she earns a grade of ‘C’ or ‘D’ in three or more classes. A student will be immediately dismissed from the program if he/she earns a grade of ‘F’ in any course.

STUDENT ORGANIZATIONS

S.P.O.R.T. - Sport Professional’s Organization for Research and Training is the graduate student organization with the purpose of:
• Promoting professional development and networking opportunities for its members.
• Developing activities, events, and programs which create revenue to cover operating expenses associated with fulfilling the mission of the organization.
• Engaging in activities which support various charitable organizations and/or activities.

All graduate students are members of this organization and participate in meetings and activities throughout the year.
# COURSE SEQUENCE PLAN

## REQUIRED COURSES (24 Credits)

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<td>KIN 605 / Sport Sponsorship</td>
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<td>KIN 604 / Essential Leadership Skills in Sport</td>
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<td>KIN 607 / Legal Aspects of Sports</td>
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<td>KIN 746 / Research Methods</td>
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<td>KIN 610 / Event Management (Intersession) or Elective</td>
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<td>KIN 609 / Advanced Sport Information Management</td>
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<td>KIN 620 / Contemporary Issues in Sport</td>
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[Bold print indicates core required classes.]

## ELECTIVES (if offered)

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<td>KIN 661 / Facility Management</td>
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<td>KIN 667 / Elements of Sports Psychology</td>
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<td>KIN 616 / Sport Governance</td>
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<td>KIN 690 / Special Topics: Sport in South FL</td>
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<td>KIN 690 / Corporate &amp; Ticket Sales</td>
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<td>KIN 690 / Agency Activities: Roles and Ethics of Sport Agents</td>
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<td>KIN 690 / NCAA Compliance: Applying NCAA Bylaws</td>
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<td>KIN 690 / Hospitality Management</td>
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<td>KIN 694 / Independent Studies</td>
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<td>KIN 613 / Field Experience (Not available online)</td>
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KIN 602 Fiscal Management in Sport Administration:
This course seeks to develop those financial skills necessary to understand a wide variety of financial concepts that impact sport managers. Such topics would include but not be limited to: sport franchise value/valuations, economic impact of sport, risk-return models, financial statement analysis, and budgeting.

KIN 603 Principles of Sports Marketing:
This course will focus on the vast world of sports marketing. The basic principles of marketing and marketing management will be introduced and integrated with application of these principles to sport and sports-related organizations.

KIN 604 Essential Leadership Skills in Sport and the Professions:
This course will examine the concept of leadership as it pertains to sports and other professions. Various leadership and management skills will be included with a focus on practical applications in a work environment. Theory and self-assessment strategies will be incorporated. Prerequisite: Permission of instructor.

KIN 605 Sport Sponsorship:
This course is designed to provide a detailed examination of the relationship between sport and corporate sponsorship. Topics covered will include the theoretical premise of sponsorship, alignment marketing, strategic communication through sponsorship, determining the value of sponsorship, and evaluation of sponsorship activities. Perspectives from the property offering a sponsorship and from the organization functioning as the sponsor will be considered.

KIN 606 Ethical Decision Making in Sport and the Professions:
This course will examine ethical decision-making in a variety of environments with an emphasis on sport professions. Real and hypothetical situations will be utilized, and the course will combine theory with practical application. The case method in sport ethics will be incorporated. Prerequisite: Permission of instructor.

KIN 607 Legal Aspects of Sports and Exercise Science:
This course will focus on legal liability, personal injury, negligence and other related legal aspects of sports and exercise science.
KIN 609 **Advanced Sport Information Management:**
This course examines the complex fields of sport communication. Students will investigate the unique, symbiotic relationship that exist between sport and the media; examine various theoretical framework (e.g., agenda set, hegemonic, uses and gratification, elaboration likelihood model) that are pertinent to developing an understanding of the sport/media complex.

KIN 610 **Event Management:**
This course will introduce students to the five critical components of a successful event: research, design, planning, coordination, and evaluation. Students will learn to manage scheduling effectively; manage human resources and volunteers; and the hiring of vendors and other resources. Other areas of consideration include: risk-management; contracts, permits, and licenses; and budgeting, pricing, and accounting as they relate to the event.

KIN 611 **Field Experience in Sport Administration I**

KIN 612 **Field Experience in Sport Administration II**

KIN 613 **Field Experience in Sport Administration III**

KIN 616 **Sport Governance:**
This course provides the student with an examination of the governing organizations of sport at the youth, secondary, intercollegiate, professional, international, sport specific and Olympic levels. In addition, policy development in sport management will be explored.
*Prerequisite: Permission of instructor.*

KIN 617 **Problem Solving and Conflict Management:**
This hands-on course will examine the concepts of problem solving and conflict management from both personal and organizational perspectives. Students will have the opportunity to study in-depth both of these concepts (and the relations hip between them) through a combination of lecture, theory, individual and group activities, readings, practical exercises, and self-assessment tools.

KIN 620 **Contemporary Issues in Kinesiology and Sport Sciences:**
This course will focus on problem identification, investigation, analysis, and problem solving of contemporary issues facing the sport industry. The course represents the capstone course in sport administration and represents a culmination of all information learned in the program.
KIN 661 **Facility Management:**
Facility management provides students with an understanding of fitness entrepreneurship, giving students a comprehensive understanding of the, laws, regulations, polociese, and work involved in setting up a fitness facility such as a gym, wellness center, or athletic training center. Students are responsible for developing a viable sports or fitness complex including all aspects of administrative and facility management.

KIN 667 **Elements of Sports Psychology:**
Introduction to the study of sport and exercise psychology including theory, current research and practical application.
*Prerequisite:* Permission of instructor.

KIN 694 **Advanced Individual Study:**
This course is designed to provide an intense line of advanced study on a topic of special interest to the student and faculty member.

KIN 746 **Research Methods in Exercise and Sport Sciences:**
This course presents an introduction to experimental study design and basic statistical methods appropriate for studies in exercise and sport sciences. Students will also learn effective methods of data presentation and scientific writing to be used in the preparation of abstracts, posters, slide presentations, theses, dissertations, and peer-reviewed manuscripts.
DR. WARREN WHISENANT, PROFESSOR/DEPARTMENT CHAIR

Warren Whisenant joined the Sport Administration faculty in 2005. Prior to arriving at the University of Miami, he was a faculty member and Sport Administration Program Coordinator at the University of Houston. He earned his Ph.D. in Sport Management at Florida State University; an MBA in Management and MA in Kinesiology (Sport Management) at Sam Houston State University; and a BBA Management from Southwest Texas State University.

His professional background includes over twenty years experience with three global organizations – Hewitt Associates, KFC-USA, and Frito Lay, Inc. His roles within those businesses were as an Advanced Project & Process Consultant, a Director of Restaurant Operations (1 of 16 in North America), and Region Sales Manager respectively. In each of the positions noted, he was involved with coordinating promotional programs and sponsorships with various sport organizations, including the Kentucky Derby; the Indianapolis 500 Motor Speedway, and two minor league baseball teams - the Louisville Redbirds and the El Paso Diablos.

Dr. Whisenant’s research, most of which has focused on gender and organizational issues within interscholastic athletics, has been published in such journals as Journal of Sport Management, International Journal of Sport Management; Sport, Education, and Society, International Journal of Sport Management and Marketing, and Sex Roles. The primary focus of his work has been gender issues within sport organizations which have stifled senior leadership and employment opportunities for women and other minorities in high school sports as well as the sport media. The theoretical foundation used to frame his research has included hegemony; social stratification; the works by Greenberg which have framed organizational justice research; systemic discrimination practices such as disparate impact, disparate treatment, and homologous reproduction; and most notably Bandura’s Social Learning Theory.
Windy Dees joined the Sport Administration faculty in August of 2010. She is a graduate of Texas A&M University where she received her doctoral degree in Sport Management in December of 2007. Dr. Dees received a master’s degree in Sport Management from the University of Florida and a bachelor’s degree in Psychology and Communications from Rollins College.

Prior to joining the Kinesiology and Sport Sciences department at the University of Miami, Dr. Dees was an assistant professor for three years at Georgia Southern University. At GSU, her primary teaching responsibilities included courses in undergraduate and graduate Sport Marketing and Sport Law. She has also taught courses in Sport Sociology, Sport Economics, and International Sport Business.

Dr. Dees’s research focuses on corporate sponsorship effectiveness and event marketing strategies. Her research has examined a multitude of variables related to effective event sponsorship and marketing including brand awareness and recognition, consumer attitudes, image transfer, and purchase intent. More recently, Dr. Dees has begun to examine the roles that brand and event personality play in formulating effective sporting events and corporate sponsorship campaigns. Dr. Dees has been published in a variety of sport and tourism research journals including Sport Marketing Quarterly, Journal of Sponsorship, International Journal of Sport Management, Event Management, and the Journal of Tourism Insights. She has also contributed as a co-author to the widely used legal text, LAW for Recreation and Sport Managers.
DR. TYWAN MARTIN, ASSISTANT PROFESSOR

Tywan Martin joined the Sport Administration faculty in 2010. Prior to his arrival, he spent the last several years at Indiana University working on his Ph.D. in Sport Management with an emphasis in communication and marketing. Tywan received a master’s degree in Sport Management and a bachelor’s of Social and Behavioral Sciences from Indiana University.

Tywan’s professional experience includes work in student affairs and in the sport industry. He was an assistant director of a university sponsored mentoring program where he implemented specialized programming, created a conference to address the needs of underserved and underrepresented students, and organized mentor relationships between faculty and staff and student-athletes. While working on his doctorate, Tywan taught and guest lectured in various Sport Management courses. In addition, Tywan coordinated and developed a number of professional, college, and high school summer basketball camps over the last 15 years.

Tywan’s research involves two interrelated strands of sport management. Sport communication is the focus of his primary research strand. It involves analyzing the coverage provided to niche (e.g., MMA) and traditional sports across various media platforms (e.g., magazines, television, video games, social media, cellular phones). Sport marketing is Tywan’s secondary research strand. In particular, his research in this area is to examine fan behavior in spectator sports with the specific goal of assisting sport practitioners in the development of their strategic marketing plans.
Susan Mullane, a former student-athlete and one of the first women in the country to receive an athletic scholarship, received her Bachelor’s degree in Health, Physical Education and Recreation, magna cum laude, from the University of Miami. She also received her Master’s degree (College Student Personnel Services) and her Ph.D. (Higher Education and Sport Administration) from the University of Miami. Prior to her faculty appointment, Dr. Mullane served for 10 years as Associate Dean of Students and was responsible for all undergraduate campus discipline, advising Greek organizations, student organizations and honor societies. Her dissertation focused on the moral development aspects of campus discipline. Currently an Associate Professor, she joined the faculty in 1995, and has expertise in the areas of leadership, motivation, conflict management, and ethics.

Dr. Mullane is a founding member of the University of Miami Ethics Consortium, a member of the University of Miami Ethics Advisory Council, Co-Director of the School of Education Program for Ethics and Social Responsibility, and former Chair and Vice-Chair of the Miami-Dade County Public Schools (MDCPS) Ethics Advisory Committee. She co-authored the MDCPS Code of Ethics, and recently authored an ethics and sportsmanship module used by all middle and high schools in the Miami-Dade County school district. She also serves as an advisor to the Youth Ethics Initiative.

Her research interests are in the area of ethical issues in sport, youth sports, gender equity, and academic integrity. She has made numerous presentations to various organizations including the American Alliance of Health, Physical Education, Recreation, and Dance (AAHPERD), the National Intramural Recreation and Sport Association, the Association for Student Judicial Officers, and the International Conference for Academic Integrity. Dr. Mullane is currently the president of the Florida Alliance for Health, Physical Education, Recreation, Dance, and Sport (FAHPERDS). She serves on the editorial boards of the FAHPERDS Journal and the S.M.A.R.T. (Sport Management and Related Topics) Journal. Her professional affiliations include the North American Society for Sport Management (NASSM) and AAHPERDS.
MR. PAUL RESNICK, SENIOR LECTURER

Paul Resnick joined the Sport Administration faculty in the Fall of 2009. He has prior experience teaching Sports Administration classes as an Adjunct in the Fall of 2007 and the Spring of 2009 at the University of Miami. He received a Master of Science degree from Saint Thomas University in 2003 and a Bachelor of Arts degree in Political Science in 2000, also from Saint Thomas University.

Paul has six years experience working in professional sports, all with the Florida Marlins. In his first year with the Marlins, he worked in Executive Affairs assisting the executive staff and coordinating special projects. He then moved up to Community Affairs for the next five seasons. His duties included overseeing the Florida Marlins Speakers Bureau, Ballpark Buddies for Youth, Community Booth, Arts Program, and coordinating the team newsletter and events calendar. He also worked very closely with local and national not-for-profits in building relationships and providing community assistance. Paul was also a member of the 2003 World Championship team and helped organize events for the post season as part of the Hospitality and Entertainment Committee.

Paul is Vice Chair on the Executive Committee and an Advisory Board Member of Best Buddies Broward.
FREQUENTLY ASKED QUESTIONS

Q: How does the University of Miami Sport Administration program differ from other programs in the region? In the country?
A: Few communities in the U.S. offer such a wide spectrum of opportunities in sports. In addition to professional (NFL, NBA, MLB, NHL) and collegiate (UM & FIU) sports organizations being located in the South Florida area, numerous other organizations have major annual events scheduled throughout the year. Many of these organizations solicit UM student involvement through both paid and non-paid positions. As a result, UM students have access to multiple internship opportunities allowing them to establish a strong network of sport professionals upon graduation.

Q: Are graduate assistantships available?
A: Graduate assistantships are not guaranteed upon admission to the program. The department awards assistantships to newly admitted students as funding becomes available.

Q: Is there a faculty member, beyond the career center, who can provide the students about to graduate with information on job opportunities or give career advice about the industry?
A: Unlike many other programs, all of the UM Sport Administration faculty have experience in the sport industry at some point in their career prior to joining academia. Because of their ‘real world’ experiences they do advise and mentor graduating students.

Q: Upon graduation, will having a degree in Sport Administration from UM impact the amount of money I can make with a career in the field?
A: Leveraging both your degree and practical field experiences, UM students can in some instances be in a strong position when negotiating a salary.

Q: If I choose a career in Sport Administration, is there a chance I will get to work directly with the athletes?
A: The amount of contact any person in the industry has with athletes depends on the organization they work for.

Q: Is Sport Administration a “practical” major, meaning that most of what I learn is information I will use in my daily work within that industry?
A: Yes. The program is based upon the principle that the aim of all learning is practical efficacy. In addition, the program requires field experience and an internship in the field which provides students with a practical application of what he/she has learned in the classroom.
Q: What potential jobs would I be eligible for with a degree in Sport Administration?
A: Graduates who take advantage of the multiple field experience opportunities and their internship can build a strong professional portfolio preparing them to work in a wide range of positions within the sport industry.

Q: If I study for a career in Sport Administration, am I giving up the possibility of having a family?
A: No. A successful career in the sport industry, as with any successful career choice, requires a high level of commitment to delivering results for the organization. Each individual throughout their career must establish an appropriate work / family balance that fits their lifestyle and ambitions. Regardless of the career an individual chooses to pursue, he/she must find the right balance suitable for their life choices.
ADMISSION REQUIREMENTS

Admission requirements for all applicants to graduate degree-seeking programs in the Department of Kinesiology and Sport Sciences include:

- School of Education & Human Development application to graduate study
- $65 non-refundable application fee
- Bachelor’s degree from an accredited institution
- Minimum 3.0 cumulative GPA
- Sealed official transcripts from each institution attended, including those from which credits were transferred elsewhere
- Preferred minimum 294 GRE score and 4.0 Analytical Writing Assessment score
- Official score report for the GRE, taken within the last five years (In order for ETS to release your official GRE score report, please provide them with the University of Miami institution code, 5815 and the KIN departmental code, 3909)
- Three signed and sealed recommendations, from academic and professional sources only
- Statement of goals
- Résumé or curriculum vita
- KIN Graduate Student Survey
- Strong background or interest in the field of study

International applicants must also submit the following documents:

- Certified professional English translations of all transcripts and diplomas
- Official score report for the Test of English as a Foreign Language (TOEFL), required of applicants whose native language is not English
- Statement of financial responsibility, required of applicants in need of the I-20 Form or IAP-66

If you are interested in applying, you are encouraged to submit an online application by visiting www.miami.edu/gradapply and selecting “Education”.

If you have any questions about admission requirements or the application process, please contact Lois Heffernan, Graduate Admissions Coordinator:

**Lois Heffernan**  
Graduate Admissions Coordinator  
University of Miami  
School of Education and Human Development  
P.O. Box 248065  
Coral Gables, FL 33124-2040  
Phone: 305.284.2167  
E-mail: lheffernan@miami.edu