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**HOW TO INCLUDE A COSMA-ACCREDITED PROGRAM DESIGN ELEMENT**

**INTO MARKETING YOUR SPORT MANAGEMENT PROGRAM**

**AND COLLEGE/UNIVERSITY**

**WHY?**

* Your College/University has taken the initiative to secure an accreditation recognized by the Council for Higher Education (CHEA), which provides self-regulation of academic quality through accreditation to certify the quality of higher education accrediting organizations.
* COSMA accreditation assures a stamp of approval for performance and practice at specific degree levels.
* COSMA accreditation affords the opportunity to continually improve educational programs in sport management at Associate’s, Bachelor’s, Master’s and Doctoral levels.
* Potential employers continue to use COSMA accreditation as an assurance that programs are meeting or exceeding certain sets of skills and abilities.
* Family members believe that accredited programs provide appropriate standards for professionalization of the field their child has selected.
* COSMA can write a letter of support for international students relative to work visas.
* COSMA accreditation will ensure the likelihood of transfer credits from other COSMA accredited institutions will be accepted.
* Shows goal development and achievement over time and helps develop a culture of excellence and continuous improvement.
* Enhances the program’s image.

**MARKETING YOUR SPORT MANAGEMENT PROGRAM’S**

**ACCREDITATION STATUS**

* Include your COSMA accreditation status in job openings posts online and through listservs.
* Using the COSMA accreditation seal, include your accreditation statement on your website and any other virtual and printed marketing materials.
* Include within your information session “pitch” a statement of your COSMA accreditation status (contact COSMA for a template).
* Ensure internship sites working with your students are aware of your accreditation status and what that means in terms of the quality of students being employed.
* Include the accreditation seal in your email signature.
* When networking with colleagues at conferences, let them know about your COSMA accreditation status.