

Abstract

Collegiate athletics is one of the largest businesses in the United States today. A good athletic program is one way for universities across the country to get their university name in front of the nation and bring in large amounts of revenue. But how much are these programs really worth? This study will look at a particular measure of value that is typically overlooked when determining the value of athletic programs. That is how much a successful season in a major sport affects the number of applications and the average SAT score of accepted applicants in a university. In specific, this thesis looks at the impact a Final Four appearance in the NCAA Men's Basketball Tournament has on application numbers and SAT scores