

SPMG - 1123 Intro to Sports Management, 3.00 Credits

Level: Lower

This course is an investigation of the scope of the sport industry, which is a growing major business enterprise in the United States and in much of the world. The various functions of effective management, and the skills, attributes and roles required of the sport manager are discussed. Attention will be focused on how the managerial process relates to sport organizations and the products they provide. Students become acquainted with career opportunities in the sport management field. The course is designed to provide an overview of sports administration with an emphasis on management principles and career opportunities. Course content will include lectures, guest speakers, and group discussions.

SPMG - 2003 Sport in Society, 3.00 Credits

Prerequisite(s): SPMG 1123 with D or better

Level: Lower

This course provides an in-depth examination of sport in society, particularly in the United States. A review of the role of sport participants, spectators, and the media on society is included. Various organizational levels of sporting opportunity and sporting behavior, including sport ethics, resulting from the influence of society will be covered.

SPMG - 2013 Sport in Europe Soc Study Abrd, 3.00 Credits

Level: Lower

This course provides an in-depth examination of sport in society, globalization of sporting culture, and an understanding of the European model of sport. A review of the role of sport participants, spectators, and media on society is included. Various organizational levels of sporting opportunity and sporting behavior, including sport ethics, resulting from the influence of society will be covered. Within this course, students may partake in a study abroad opportunity in Europe.

SPMG - 3001 Field Experience I, 1.00 Credit

Prerequisite(s): SPMG 1123 with D or better

Level: Lower

Applied Learning-Internship, Pass/Fail

This course encompasses a semester of supervised, hands-on experience working in the field of sport management. A minimum of 45 hours of work throughout the semester is required.

SPMG - 3013 Sport Communication, 3.00 Credits

Prerequisite(s): COMP 1503 with D or better and BUAD 2033 with D or better and SPMG 1123 with D or better

Level: Lower

This course is an introduction to the study of policies and procedures utilized in dealing with communication issues occurring within the sports industry, including print and electronic media, the internal and external constituencies to be served, and the development of specific forms of communication approaches. Heavy emphasis will be placed on the practical as opposed to the theoretical, as well as, a thorough understanding of the unique aspects of communication in sport.

SPMG - 4001 Field Experience II, 1.00 Credit

Prerequisite(s): SPMG 1123 with D or better and SPMG 3001 with D or better

Level: Lower

Applied Learning-Internship, Pass/Fail

This course encompasses a semester of supervised, hands-on experience working in the field of sport management. A minimum of 45 hours of work throughout the semester is required. At the end of this internship the student will produce a four-page paper outlining their evaluation of their career future.

SPMG - 4003 Sport Law, 3.00 Credits

Prerequisite(s): SPMG 1123 with D or better and (BUAD 3043 with D or better or BUAD 7023 with D or better)

Level: Lower

This course is designed to expose students to the legal environment within which sport management professionals function. It focuses on sport's relationship with government agencies (public law issues) as well as with other businesses, consumers, suppliers, etc., (private law issues). It is intended to better equip the sport business manager for decision making by exploring the legal issues involved in contracts, torts, business organizations, employment law, risk management, intellectual property law and Constitutional Law. Legislation specifically related to sport will be highlighted. A variety of specific problems for the business of sport, found within the law will be examined and analyzed through case briefs and studies, research projects and advocacy exercises. Students will have an opportunity to explore law-related topics of particular interest to themselves with oral presentations to the class.

SPMG - 4123 Sport Facility Management, 3.00 Credits

Prerequisite(s): SPMG 1123 with D or better

Level: Lower

This course investigates the elements, issues, and problems that shape the planning and management of sport facilities and events. Similarities and differences of facility types, reasons for development, terminology, types of events held, service contracts, financial operations, marketing and economic impacts are some of the issues covered. Building revenues from the sport facility, even services, and financing sources are all critical to the successful management of the multi-million dollar facilities that house today's major sport events. Course content will include lectures, guest speakers, and group discussions.

SPMG - 5003 Sport Business and Finance, 3.00 Credits

Prerequisite(s): SPMG 1123 with D or better and ACCT 1124 with D or better

Level: Upper

This course is a focus on business topics as they relate to the fiscal and budgetary control of public and private sport organizations, leagues, and facilities. Topics include sources of funding and revenue, the implementation and use of an economic impact analysis, and a review of budgeting and financial statements.

SPMG - 5013 Sport Communication, 3.00 Credits

Prerequisite(s): SPMG 1123 with D or better and COMP 1503 with D or better and BUAD 2033 with D or better

Level: Upper

This course focuses on the policies and procedures utilized in dealing with communication issues occurring within the sports industry, including print and electronic media, the internal and external constituencies to be served, and the development of specific forms of communication approaches. Heavy emphasis will be placed on the practical as opposed to the theoretical, as well as a thorough understanding of the unique aspects of communication in sport.

SPMG - 6003 Sport Marketing, 3.00 Credits

Prerequisite(s): MKTG 2073 with D or better

Level: Upper

This course is designed to be an examination of the unique nature of Sport Marketing. This course will examine the elements of the marketing mix from that perspective. Major topics include an overview of the sport market, the critical nature of market research and market segmentation, developing an understanding of the special nature of the sport product, pricing within sport marketing, the role of promotion in the sport market, and the theory of "place" in sport. Students will be responsible for designing, implementing and evaluating a sport marketing research plan.

SPMG - 6013 Licensing and Endorsements, 3.00 Credits

Prerequisite(s): SPMG 1123 with D or better and SPMG 6003 with D or better

Level: Upper

This course covers the details involved in the development of a corporate licensing program, as well as the licensing of intellectual property from corporations. The student will be exposed to the necessary details of becoming a licensee or licensor. Product value, agreements, endorsements, royalties, enforcement, and legal issues will all be included.

SPMG - 6023 Event Promotion and Sales, 3.00 Credits

Prerequisite(s): SPMG 1123 with D or better and SPMG 4123 with D or better

Level: Upper

This course is a comprehensive review of the skills and tasks required to successfully sell a sporting event to the consumer. Creating an effective sales culture, examining incentives for sport consumers, sales management and servicing, and the role of technology in sport promotion and sales are included. Additionally, this course explores sales training, the art of ticket sales, customer retention, branding, and sales risk management.

SPMG - 6033 Sponsorship, 3.00 Credits

Prerequisite(s): SPMG 1123 with D or better and SPMG 6003 with D or better

Level: Upper

This course is a study of corporate sponsorships. Topics will include acquisition, service, sponsor and property objectives, rights, negotiations, sponsorship evaluations, contracts, proposals, and presentations.

SPMG - 6043 Sport Law, 3.00 Credits

Prerequisite(s): SPMG 1123 with D or better and (BUAD 3043 with D or better or BUAD 7023 with D or better)

Level: Upper

This course is designed to expose students to the legal environment within which sport management professionals function. It focuses on sport's relationship with government agencies (public law issues) as well as with other businesses, consumers, suppliers, etc., (private law issues). It is intended to better equip the sport business manager for decision making by exploring the legal issues involved in contracts, torts, business organizations, employment law, risk management, intellectual property law and Constitutional Law. Legislation specifically related to sport will be highlighted. A variety of specific problems for the business of sport, found within the law will be examined and analyzed through case briefs and studies, research projects and advocacy exercises. Students will have an opportunity to explore law related topics of particular interest to themselves with oral presentations to the class.

SPMG - 7001 Pre-Internship Seminar, 1.00 Credit

Prerequisite(s): SPMG 1123 with D or better

Level: Upper

This course is a focus on the development, analysis, and pursuit of internship and career goals. Emphasis is placed on the development of a professional portfolio, including cover letters, resumes, and basic interviewing techniques. Related issues, professional ethics, and etiquette will be explored.

SPMG - 7013 Sport Management Capstone, 3.00 Credits

Level: Upper

Applied Learning-Creative Work

This course is designed to expand knowledge and understanding of large-scale events and sport organizations through concentrated research that culminates in a senior research project. This course is designed with a two-part focus. The first half of the course will emphasize Sport Management scholarly research through a review of literature. The second half of the course is focused on a hands-on learning approach and application of scholarly research. This culminates in a capstone project, providing unique and innovative solutions to a sport organization.

SPMG - 7023 Strategic Mgmt in Sport Organtn, 3.00 Credits

Prerequisite(s): SPMG 1123 with D or better and BUAD 3153 with D or better

Level: Upper

This course is a study of the administrative structure of sport organizations including those operating at a local, national, and international level. Emphasis will be placed on existing structures and how best to function within each to accomplish objectives.

SPMG - 8112 Internship, 12.00 Credits

Level: Upper

Applied Learning-Internship, Pass/Fail

A work experience designed to assist the student in making the transition from the classroom to a segment of the sport management field. The internship permits a degree of independence and an element of learning that is not possible in a conventional classroom. The intent of the internship is to provide each student with an experiential learning opportunity as a pre-professional in sport management. Students will complete supervised field work in a sport management segment, that segment to be determined mutually by the Internship Coordinator and the student. Each student will have a planned program of educational objectives approved by the student, Site Supervisor, and Internship Coordinator. A written paper, and a public, oral presentation, along with a journal of work activities and experiences, will be required. The final grade will be determined by the Internship Coordinator and the Site Supervisor.