

Sport Management (SPMT)

SPMT 190. Introduction to Sport Management. 3 Credits.

This course is designed to introduce students to various concepts that make up the foundation and underlying principles of sport management. In addition, program expectations are covered and a focus is placed on professional development.

SPMT 192. Sport Management Practicum. 1 Credit.

This course provides preparation for successful completion of the sport management degree. Includes field experience designed to give students preliminary experience working in a sport setting as well as instruction designed to guide students in their chosen career path. May be repeated for credit. Prereq: SPMT 190 with a grade of B or higher. Prereq or Coreq: Sport management major.

SPMT 226. Socio-Cultural Dimension in Sport. 3 Credits.

Students will gain a level of understanding of how sport has and does contribute to the notion of nation building in North America and across the world. Prereq: SPMT 190.

SPMT 303. Sport Communication and New Media. 3 Credits.

The purpose of this course is to understand the role of communication, new media, and emerging technologies in the sports industry including such fields as public relations, media relations, community relations, and promotions. Prereq or Coreq: Sport Management major or permission of the instructor.

SPMT 304. Sport Marketing and Public Relations. 3 Credits.

This course explores the aspects of the sports marketing industry and how industry interfaces with the consumer. Theories of sport promotion and public relations will be related to promotion efficacy. Prereq: SPMT 190.

SPMT 323. Ethics of Sport. 3 Credits.

Understand ethical reasonings and issues relevant to the sport industry across a range of areas, including professional sport, collegiate sport, and youth sport. Prereq: SPMT 190. Prereq or Coreq: Restricted to Sport Management majors.

SPMT 401. Principles of Intercollegiate Athletics Administration. 3 Credits.

This course provides students with a comprehensive foundation concerning the administration of college sport. Students will learn about the different functions of intercollegiate athletics departments. Students will also examine contemporary issues related to intercollegiate athletics specifically, social, ethical, financial, economic, and management matters in college sport. Dual-listing: SPMT 601.

SPMT 414. Global Perspectives in Sport. 3 Credits.

The impact of globalization trends on the sport industry. The course explores various theories of globalization as they relate to the business of sport. Prereq: HNES 190. Prereq or Coreq: Sport Management majors only. Dual-listing: SPMT 614.

SPMT 415. The Olympic Games and Mega-Sporting Events. 3 Credits.

Students will examine the role of the Olympic Games and other mega-sporting events within the global sports industry. They will learn about the governance structures of international sport organizations and mega-sporting events as well as political, economic, social, and environmental implications for the future of mega-sporting events. Dual-listing: SPMT 615.

SPMT 416. Foundations in African Sport. 3 Credits.

This course provides a comprehensive examination of sport on the African continent, including historical, sociological, economic, cultural and political perspectives. Students will examine the different sport systems across the different regions on the African continent including how community and professional sport operate. Dual-listing: SPMT 616.

SPMT 417. Foundations in European Sport. 3 Credits.

This course provides a comprehensive examination of sport on the European continent, including historical, sociological, economic, cultural and political perspectives. Students will examine the different sport systems across the different regions in Europe, including the operation of community and professional sport. In addition, students will examine how the European sport system fits in the greater global sports industry. Prereq or Coreq: Sport management major only. Dual-listing: SPMT 617.

SPMT 418. Foundations of Sport in Oceania. 3 Credits.

This course provides a comprehensive examination of sport in Oceania, including historical, sociological, economic, cultural and political perspectives. Students will examine the different sport systems across the different countries in Oceania, with an emphasis on the sport systems of Australia and New Zealand (Aotearoa). This examination includes the operation of community and professional sport. In addition, students will examine how the sport system of Oceania fits in the greater global sports industry. Dual-listing: SPMT 618.

SPMT 419. Foundations in Asian Sport. 3 Credits.

This course provides a comprehensive examination of sport on the Asian continent, including historical, sociological, economic, cultural, and political perspectives. Students will examine the different sport systems across the different regions in Asia including the operation of community and professional sport. In addition, students will examine how the Asian sport system fits in the greater global sports industry. Dual-listing: SPMT 619.

SPMT 421. Foundations of Sport in the Americas. 3 Credits.

This course provides a comprehensive examination of sport in North, Central and South America and the Caribbean, including historical, sociological, economic, cultural, and political perspectives. Students will examine the different sport systems across the different regions in the Americas including the operation of community and professional sport. In addition, students will examine how the American sport systems fit in the greater global sports industry. Prereq or Coreq: Restricted to Sport Management program or permission of instructor. Dual-listing: SPMT 621.

SPMT 425. Current Topics in Sport Management. 3 Credits.

This course introduces students to research topics unique to sport management. This course will examine research topics in sport management relating to marketing, consumer behavior, human resource development, diversity, media communication, sport for development, sport ecology, among other topics. Students will be introduced to multiple ways of understanding research topics in sport and learning how to apply learned concepts and findings efficiently within the industry. Prereq: SPMT 190, SPMT 226, and SPMT 304. Prereq or Coreq: Sport Management majors only. Dual-listing: SPMT 625.

SPMT 426. Foundations of Sport Management. 3 Credits.

The course is an in-depth analysis of the relationship of sport and management. The study of sport includes sporting goods manufacturers; fitness centers; recreation departments; broadcasting; Little League teams; and high school, NCAA, and professional leagues. The study of management follows the four functions of management: planning, organizing, leading, and controlling. Prereq: SPMT 190. Prereq or Coreq: Junior standing and Sport Management majors only. Dual-listing: SPMT 626.

SPMT 431. Sport Law. 3 Credits.

This course will address major legal issues a person might face working in the sport industry whether as a coach, teacher, program administrator in a recreation program, or working in a high school, college, Olympic, or professional sport organization. Includes an examination of the governing bodies of various sports organizations. Prereq: SPMT 190. Prereq or Coreq: Sport Management majors only or with instructor permission.

SPMT 436. Sport Facility and Event Management. 3 Credits.

The course provides an overview of planning, development, and operation of sport facilities and sport events. The course includes methods to measure sport facility and event performance. Prereq: SPMT 190. Prereq or Coreq: Sport Management majors only or with instructor permission.

SPMT 444. Sport Finance. 3 Credits.

A study of economic and financial aspects as they relate to the sports industry. Examines revenue generation, budgeting, stadium funding, and franchise valuation, with a focus on the current challenges facing sports organizations at the pro, college, and local levels. Prereq: SPMT 190 and ECON 105. Prereq or Coreq: Sport Management majors only or with instructor permission. Dual-listing: SPMT 644.

SPMT 485. Sport Management Internship. 1-12 Credits.

This course provides comprehensive learning experiences for students majoring in Sport Management. It includes 43 hours per credit of on-site work experience with approved organizations. Repeats may not exceed 12 credits. Prereq: SPMT 190. Prereq or Coreq: Sport Management majors with junior or senior standing and with instructor permission. May be repeated for credit.

SPMT 601. Principles of Intercollegiate Athletics Administration. 3 Credits.

This course provides students with a comprehensive foundation concerning the administration of college sport. Students will learn about the different functions of intercollegiate athletics departments. Students will also examine contemporary issues related to intercollegiate athletics specifically, social, ethical, financial, economic, and management matters in college sport. Dual-listing: SPMT 401.

SPMT 614. Global Perspectives in Sport. 3 Credits.

The impact of globalization trends on the sport industry. The course explores various theories of globalization as they relate to the business of sport. Prereq or Coreq: Enrolled in the Masters of Sport Management Program. Dual-listing: SPMT 414.

SPMT 615. The Olympic Games and Mega-Sporting Events. 3 Credits.

Students will examine the role of the Olympic Games and other mega-sporting events within the global sports industry. They will learn about the governance structures of international sport organizations and mega-sporting events as well as political, economic, social, and environmental implications for the future of mega-sporting events. Dual-listing: SPMT 415.

SPMT 616. Foundations in African Sport. 3 Credits.

This course provides a comprehensive examination of sport on the African continent, including historical, sociological, economic, cultural and political perspectives. Students will examine the different sport systems across the different regions on the African continent including how community and professional sport operate. Dual-listing: SPMT 416.

SPMT 617. Foundations in European Sport. 3 Credits.

This course provides a comprehensive examination of sport on the European continent, including historical, sociological, economic, cultural and political perspectives. Students will examine the different sport systems across the different regions in Europe, including the operation of community and professional sport. In addition, students will examine how the European sport system fits in the greater global sports industry. Dual-listing: SPMT 417.

SPMT 618. Foundations of Sport in Oceania. 3 Credits.

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SPMT 619. Foundations in Asian Sport. 3 Credits.

This course provides a comprehensive examination of sport on the Asian continent, including historical, sociological, economic, cultural, and political perspectives. Students will examine the different sport systems across the different regions in Asia including the operation of community and professional sport. In addition, students will examine how the Asian sport system fits in the greater global sports industry. Dual-listing: SPMT 419.

SPMT 621. Foundations of Sport in the Americas. 3 Credits.

This course provides a comprehensive examination of sport in North, Central and South America and the Caribbean, including historical, sociological, economic, cultural, and political perspectives. Students will examine the different sport systems across the different regions in the Americas including the operation of community and professional sport. In addition, students will examine how the American sport systems fit in the greater global sports industry. Prereq or Coreq: Restricted to Sport Management program or permission of instructor. Dual-listing: SPMT 421.

SPMT 625. Current Topics in Sport Management. 3 Credits.

This course introduces students to research topics unique to sport management. This course will examine research topics in sport management relating to marketing, consumer behavior, human resource development, diversity, media communication, sport for development, sport ecology, among other topics. Students will be introduced to multiple ways of understanding research topics in sport and learning how to apply learned concepts and findings efficiently within the industry. Prereq or Coreq: Enrollment in the Master's of Sport Management program or instructor permission. Dual-listing: SPMT 425.

SPMT 626. Foundations of Sport Management. 3 Credits.

The course is an in-depth analysis of the relationship of sport and management. The study of sport includes sporting goods manufacturers; fitness centers; recreation departments; broadcasting; Little League teams; and high school, NCAA, and professional leagues. The study of management follows the four functions of management: planning, organizing, leading, and controlling. Dual-listing: SPMT 426.

SPMT 644. Sport Finance. 3 Credits.

A study of economic and financial aspects as they relate to the sports industry. Examines revenue generation, budgeting, stadium funding, and franchise valuation, with a focus on the current challenges facing sports organizations at the pro, college, and local levels. Prereq or Coreq: Enrollment in the Master's of Sport Management program. Dual-listing: SPMT 444.

SPMT 700. Research in Sport Management. 3 Credits.

This course is intended to prepare Sport Management students to conduct research in a variety of sport settings by discussing basic research designs and methods. Students will begin to develop topics, write research questions, and identify appropriate methods to answer the questions.

SPMT 707. Sport and Society. 3 Credits.

This course provides students with a better understanding of the relationship of sport to culture and society. Course materials focus on the application of the sociological perspective to a variety of topics.

SPMT 739. Sport Revenue Generation. 3 Credits.

This course is designed to examine means of maximizing revenue streams in and around the sport industry. As sport is a unique sector of the entertainment industry, managers are best suited to understand how to get the most out of the limited resources and partnership opportunities they have access to. This course will allow each student to focus on the sport context of their interest (e.g., youth sport, interscholastic sport, and collegiate athletics) in an effort to build a greater knowledge base on how to succeed and produce needed revenue streams in today's fast-paced and ever-changing sport environment. Major topics include the sport consumer, sport sponsorship, and the class will focus on researching and acquiring sponsors for a hypothetical event as decided by each student.

SPMT 745. Intercollegiate Sport Leadership. 3 Credits.

This course is intended to increase student awareness and understanding of contemporary issues related to leadership in intercollegiate sport. Including examination of different leadership styles and approaches that are used within different departments of college sport.

SPMT 749. Governance in College Sport. 3 Credits.

This course examines the regulations that are governing the college sports world in the United States and how intercollegiate sport organizations interact within the higher education system as well as the role of the NCAA in the regulation of college sport.

SPMT 767. Strategic Sport Marketing. 3 Credits.

This course provides a strategic framework for understanding market dynamics, trends, consumer behavior, products, delivery systems, and marketing and promotional strategies that shape and drive the sports marketing industry. Prereq or Coreq: Must be accepted into the MS in Sport Management (MSM).

SPMT 768. Socio-cultural and Ethical Issues in Intercollegiate Sport. 3 Credits.

This course provides students the opportunity to examine critical current issues in intercollegiate athletics, specifically, examining social, cultural, and ethical issues including academic fraud, name, image and likeness rights, student-athlete mental health, and diversity, equity, and inclusion.

SPMT 769. Human Resource Management In Sport. 3 Credits.

It is critical to effectively manage human resources in the sport industry in order to maximize the success of the sport and recreation organizations. This course will cover both theoretical and current practices involved in the fundamentals of managing individuals and groups in organizations.

SPMT 771. Sport and the Media. 3 Credits.

In this course, students will examine the intersection of mass media and sport. Students will develop an understanding of the operation of different methods of sports media across all levels of sports. Students will examine new and emerging media technologies and their use with the sports industry.