Sport Management (SPM)

SPM 238 Principles of Community Engagement (3 credit hours)
The goal of this course is to provide students with knowledge, attitude awareness, and resources needed to understand how to effectively deliver programs and services for people from a variety of populations within U.S. communities. This course will help students cultivate cultural competency and appreciation of different perspectives in recreation, sport, and leisure and how these different perspectives shape beliefs about leisure access, sport participation, and opportunities to engage in sport activities at various levels within society.

Typically offered in Fall, Spring, and Summer

SPM 266 Introduction to Sport Management (3 credit hours)
Introduction to concepts and practices of effective sport programming and management at the professional, collegiate and community levels. Overview of various program delivery systems such as fitness, instructional sport, informal sport, and intramural sport. Examination of management elements of sport programming, including planning, personnel, finance, facilities, risk and liability and marketing.

Typically offered in Fall, Spring, and Summer

SPM 277 Psychological & Cultural Dimensions of Sport (3 credit hours)
The psychological behavior of the individual in physical activity and sport. The development of sport and the sports industry, political and cultural significance of sport, and sport in international relationships. The relationship between sport, gender, class, ethnicity, health, drugs, violence, education, and life long physical activity.

Prerequisite: Sport Management or PRT Majors; Sophomore standing
Typically offered in Fall, Spring, and Summer

SPM 325/PRT 325 Mega-Events, Sport, and Tourism (3 credit hours)
International mega-events have in the past and continue to capture the world's attention. This class explores the historical development of mega-events, and the contemporary challenges and issues associated with their role in society, sport, and tourism. Students will examine the history of mega-events, their proposed benefits, local impacts, social and cultural challenges and problems, environmental and human rights considerations, and international dynamics.

GEP Global Knowledge, GEP Social Sciences
Typically offered in Fall and Spring

SPM 366 Sport Programming (3 credit hours)
Foundations, administrative support systems, delivery systems and desirable practices of sport programming. Program delivery systems overview with emphasis on problems and solutions associated with sport programs. Topics include sport league administration, youth sport delivery issues, sport tournament operations, community based sport delivery issues, college/university recreation sport delivery.

Prerequisite: Sport Management and PRT majors; Junior or Senior standing
Typically offered in Fall and Spring

SPM 376 Sport Administration (3 credit hours)
Concepts related to policy development, organization and management specific to sport organizations. Including theories and practices of policy development and implementation, management theories, organizational behavior, the strategic management process, organizational design, managing change, and operational planning.

Prerequisite: SPM 266 and Sports Management students only.
Typically offered in Fall, Spring, and Summer

SPM 406 Sports Law (3 credit hours)
Fundamental principles of law, especially tort and contract law, applied to sports situations. Analysis of liability of sports personnel in various roles including participant, coach, promoter, trainer and official. Analysis of common law court decisions in sports contexts well as key state and federal statutory legislation such as civil rights and antitrust.

Prerequisite: Junior standing.
Typically offered in Fall, Spring, and Summer

SPM 466 Sport Finance and Economics (3 credit hours)
Concepts include sources of revenue for financing, principles of budgeting, spreadsheet utilization, and financial management of sport facilities and enterprises. Additional topics include fundraising principles and methods, economic impact principles and their application to sport venues and events, economic theory applied to sport manufacturing, service industries, professional sports, stadiums and arenas, intercollegiate sports, and the sport club industry.

Prerequisite: Sport Management and PRT Majors, PRT 266, ACC 210, and (ARE 201 or EC 201 or EC 205)
Typically offered in Fall, Spring, and Summer

SPM 476 Sport Marketing (3 credit hours)
Fundamental marketing principles and concepts related to the sport industry. Overview of marketing mix, marketing strategies and the bases of segmentation, sponsorship, licensing, fundraising and merchandising. Special emphasis on the marketing of sport and its strong relationship to research. Credit will not be given for both PRT 476 and PRT 407.

Prerequisite: Sport Management or PRT majors and PRT 266
Typically offered in Fall and Spring

SPM 478 Sustainable Sport Facility Management (3 credit hours)
In this course, students will examine the development and management of sport facilities, paying particular attention to environmental concerns and the sustainability of the sport stadia. Specifically, the course first focuses on the 3 E's of sustainability (Environment, Equity, Economics) and learn about sustainable systems. From this underpinning, the course is divided into two main frameworks: 1. Development of sport facilities; and 2. Sport facility operations. Each part of the course is enhanced by guest lectures from industry experts and hands on learning experiences.

R: Sport Management Majors only
Typically offered in Fall, Spring, and Summer