

# SPORT MANAGEMENT (SPMT)

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## **SPMT 3301. Professional Development in Sports. 3 Hours.**

Students engage in an applied study of professional career development in the sport industry. Students will prepare for their chosen careers within the sport industry by developing decision-making strategies, interviewing skills, networking opportunities, and effective leadership behaviors.

**Prerequisite:** 45 hours.

## **SPMT 3302. Introduction to Sport Marketing. 3 Hours.**

Students acquire a fundamental understanding of the marketing of sport events, products, and services to professional, collegiate, and community sport consumers. Planning and organization of appropriate marketing strategies to meet sport consumers' needs are addressed. Elementary electronic and social media marketing methods and their role in sport organization marketing strategy development are also discussed.

**Prerequisite:** 45 hours.

## **SPMT 4300. Leadership in Sport Management. 3 Hours.**

Students examine leadership theory and its application to the sport industry. Students will study leadership theory and practice within the context of administering athletic departments or programs, directing sport-related businesses, and managing community sport environments. Students employ the tools necessary to handle the challenges and complexities of leadership, including data-informed problem solving, creating and implementing a shared vision, and responsive strategic thinking.

**Prerequisite:** 75 hours.

## **SPMT 4302. Principles of Sport Finance. 3 Hours.**

Students analyze the financial tools that sport managers employ within the sport industry. Financial planning and forecast processing with sport organizations will be explored. Strategy development will also be examined within the context of both traditional and innovative financial methods that examine dynamic financial structure changes in the sport industry.

**Prerequisite:** 75 hours.

## **SPMT 4303. Principles of Sport Analytics. 3 Hours.**

Students are introduced to the role of data analytics and its application within the sport industry. Students collect, sort, assess, and analyze data for the purposes of improving decision-making, increasing productivity, and maximizing profits.

**Prerequisite:** 75 hours.

## **SPMT 5334. Sport Management Internship I. 3 Hours.**

Students engage in an internship experience in a sport industry setting. Supervisory assistance by project staff occurs at frequent intervals. Students complete 200 hours of internship experience, which fulfills the first half of the 400-hour internship requirement.

**Prerequisite:** Department Approval and Graduate Standing.

## **SPMT 5335. Sport Management Internship II. 3 Hours.**

Students complete 200 hours of an internship experience, which fulfills the second half of the 400-hour internship requirement. Students gain experience in a new setting or delve deeper into the experiences gained in SPMT 5334.

**Prerequisite:** Department Approval and Graduate Standing.

## **SPMT 5362. Legal Issues in Sports. 3 Hours.**

Students examine legal factors affecting Physical Education, amateur athletics, and professional sport. Their analysis involve teachers, coaches, officials, spectators, medical personnel, owners of sports teams, and commercial suppliers of equipment and products used within an activity setting.

## **SPMT 5363. Leadership in Sport Management. 3 Hours.**

This course is designed for the individual who will assume some type of supervisory position in health promotion or sport management. The course's focal point involves exposure to administrative skills required of those who serve in a leadership capacity.

## **SPMT 5370. Sport Mkt: Theory & Practice. 3 Hours.**

Students cover the essentials of sport marketing which includes planning, promotions, operations, and market analysis. The fundamental principles used in the marketing of sport, products, events, and the importance of service quality will also be examined. Students are exposed to the latest research in the field and will interact with industry professionals.

## **SPMT 5371. Sport Finance and Sales. 3 Hours.**

Students learn financial concepts associated with franchise operations, stadium funding proposals, budgets, and bond referendums. In addition, franchise revenue streams are discussed in detail. Students are exposed to a variety of different sales strategies and tactics that can be applied to the sport industry and are also exposed to the latest research and professional trends in the field.

## **SPMT 5373. Event & Facility Management. 3 Hours.**

Students examine the practical application of the principles and theory related to planning, organization, and execution of sport. In addition, entertainment events are addressed. Fund raising and charity management are considered, as will the management of small and large scale facilities and event venues. Site visits and interactions with local sport organizations also take place.

## **SPMT 5374. Applied Research Methods in Sport Management. 3 Hours.**

Students study research techniques, identification of problems, research designs, survey procedures, and data gathering procedures as they apply to sport industry settings. In addition, students develop a proposal for a research project.

**Prerequisite:** Graduate Standing.

**SPMT 5380. Ethics in Sport Management. 3 Hours.**

Students examine ethical theory and moral decision making as related to the management of sport. Graduate students review research findings and current literature relevant to issues affecting concepts of ethics and morality in the management of sport. Through introspection, students develop and express their philosophy toward ethics and morality.

**SPMT 5382. Community and Media Relations in Sport. 3 Hours.**

Students engage in an intensive study of media in sport management addressing community relations, press conferences, news releases, media-athlete relations, print journalism, television contracts, web-based content and public relations. Emphasis is placed on media management, athlete representation, and crisis management with the goal of positively representing organizational interests.

**SPMT 5383. Sport Consumer Behavior. 3 Hours.**

Students investigate sport consumer psychology and sport consumer behavioral patterns. An understanding of both sport spectator and sport participant consumption behaviors, with marketing and event management implications is emphasized. Students apply these concepts in advanced sport consumer marketing and sport event management scenarios.

**Prerequisite:** Graduate Standing.

**SPMT 5384. Revenue Generation in Sport. 3 Hours.**

Students develop an in-depth knowledge of how professional sport organizations and intercollegiate athletic departments generate the revenue needed to sustain successful business operations. Students focus on various strategies and execution methods related to sales, sponsorships, management, and marketing. Additionally, this course provides students with an opportunity to combine theory with practice.

**Prerequisite:** Graduate Standing.

**SPMT 5387. Sport Analytics. 3 Hours.**

Students engage in an applied study of sport analytics and its impact on the sport industry. Students also gather, classify, analyze, and interpret quantitative and qualitative data to arrive at better strategic decisions for sport organizations.

**Prerequisite:** Graduate Standing.

**SPMT 6098. Sport Management Thesis I. 1-3 Hours.**

Students complete a review of the related literature, formulation of the research design and procedures, and related pilot studies. Some data collection may be conducted and the thesis symposium must be completed to the satisfaction of the advisor and members of the thesis committee. Students must maintain continuous enrollment in this course until the thesis proposal is completed. Variable Credit (1 to 3).

**Prerequisite:** Either KINE 5374 or SPMT 5374; and Department Approval.

**SPMT 6099. Sport Management Thesis II. 1-3 Hours.**

Students complete data collection, final analysis, discussion of results, and a public defense of the thesis. Students must maintain continuous enrollment in this course until the thesis is completed. Variable Credit (1 to 3).

**Prerequisite:** Either KINE 5374 or SPMT 5374; and Department Approval.