Course Catalog

Sport Management

Faculty

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Jennifer Jacobs Henderson, Ph.D., Professor, Communication
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Dominic G. Morais, Ph.D., Assistant Professor, Business Administration
Jacob K. Tingle, Ed.D., Assistant Professor of the Practice of Business Administration; Director

Requirements

The Minor

The minor in Sport Management is an interdisciplinary program that studies various aspects of administering a sports organization or program, including: legal issues, sociological concerns, and a variety of management functions. Students contemplating graduate school in Sport Management or a career in athletic management would be well suited for this program.

Completion of the program will be indicated on the student’s transcript with the notation, "Minor in Sport Management."

Students interested in the minor should contact the Director of the Sport Management minor.

The requirement for the minor in Sports Management is the completion of 24 credit hours as follows (15 of which must be upper division):

A. Required courses:

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
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<tbody>
<tr>
<td>MGMT 2301</td>
<td>Management of Organizations</td>
</tr>
<tr>
<td>SPMT 1312</td>
<td>Sport in Society</td>
</tr>
<tr>
<td>SPMT 3308</td>
<td>Sport Management*</td>
</tr>
</tbody>
</table>
SPMT 3309   Legal Issues in Sport

B. Community Service Experience:

Community Service combines volunteerism with pre-experience education and post experience reflection. An essential element of sport management is understanding the important role sport plays in society. As such, minors must complete a total of 50 community service hours. In order to successfully complete the requirement, students are expected to complete an average of 12.5 community service hours over four semesters.

SPMT 3000   Community Service Experience*

C. Six hours in elective Sport Management courses (to include no more than three hours in SPMT 3-90 or SPMT 3-99):

- COMM 3357   Sport Media (also listed as SPMT 3317)*
- PHED 1165   Intramural Programming (also listed as SPMT 1165)
- SPMT 1165   Intramural Programming (also listed as PHED1165)
- SPMT 1306   Sport Officiating
- SPMT 1314   Athletic Facility and Event Management
- SPMT 3108   Sport Sales Laboratory*
- SPMT 3314   History of American Sport*
- SPMT 3316   Leadership for Sport Professionals
- SPMT 3317   Sport Media (also listed as COMM 3357)*
- SPMT 3319   Sport and Sponsorship Marketing*
- SPMT 3320   Strategic Management in the Sport Industry*
- SPMT 3321   Tom Brown’s School Days: Sport in London*
- SPMT 3-90   Directed Study in Sport Management*
- SPMT 3-99   Sport Management Internship*
- SPMT 4301   Organizational Theory in Sport Management*
- SPMT 4302   Seminar in Contemporary American Sport*

D. Six elective hours from the following courses:

Communication and Marketing

- COMM 3360   Principles of Public Relations*
- COMM 3361   Principles of Advertising*
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<tr>
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<tbody>
<tr>
<td>COMM 3364</td>
<td>Ethics in Mass Media*</td>
</tr>
<tr>
<td>HCOM 1333</td>
<td>Public Speaking</td>
</tr>
<tr>
<td>HCOM 3360</td>
<td>Communicating in Small Groups and Teams</td>
</tr>
<tr>
<td>HCOM 3362/BUSN 3311</td>
<td>Organizational Communication</td>
</tr>
<tr>
<td>MKTG 3381</td>
<td>Consumer Behavior*</td>
</tr>
<tr>
<td>MKTG 3382</td>
<td>Integrated Marketing Communications</td>
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</table>

**Business and Economics**

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<tr>
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<tbody>
<tr>
<td>BAT 3302</td>
<td>Data Science*</td>
</tr>
<tr>
<td>BAT 3303</td>
<td>Business Analytics*</td>
</tr>
<tr>
<td>BUSN 3314</td>
<td>Sustainability &amp; Corporate Social Responsibility</td>
</tr>
<tr>
<td>ECON 3327</td>
<td>Sports Economics</td>
</tr>
<tr>
<td>ECON 3329/MGMT 3311</td>
<td>Labor Economics and Labor Relations*</td>
</tr>
<tr>
<td>FNCE 3301</td>
<td>Corporate Finance*</td>
</tr>
<tr>
<td>MGMT 3361</td>
<td>International Management*</td>
</tr>
<tr>
<td>MGMT 3371</td>
<td>Human Resource Management*</td>
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This course has at least one prerequisite. See the course description for details.

**Courses**

**SPMT-1106 Sport Officiating Laboratory**
This laboratory is designed to provide students an opportunity for practical implementation of the practices and skills learned in SPMT 1306. Prerequisite: SPMT 1306 or consent of instructor.

**SPMT-1165 Intramural Programming**
In this course, students will plan and participate in new recreational opportunities. Students will create an event and teach their classmates the rules, regulations, and policies for that particular sport or recreational activity and then participate in that event as a group. (Also listed as PHED 1165.)

**SPMT-1306 Sport Officiating**
The purpose of this class is to provide students a meaningful educational experience of both a practical and
theoretical nature in the area of sports officiating.

SPMT-1312 Sport in Society
A study of contemporary issues in sport and the impact sport has on society. Topics that will be critically analyzed included children and sport, sport and education, gender and racial issues, and deviance in sports.

SPMT-1314 Athletic Facility and Event Management
This course explores the basic concepts pertaining to the planning, organizing, and conducting of sporting events, both amateur and professional. Additionally, the course will address the planning, development, and maintenance of sport and leisure facilities.

SPMT-3000 Community Service Experience
This course combines community service at designated local non-profit sport agencies with pre-experience education and post experience reflection. May be taken multiple times. Offered P/F only. (Offered every semester.) Prerequisite: Consent of Instructor

SPMT-3108 Introduction to Sport Sales
Explores the application of sport sales techniques, with an emphasis on group sales, in a professional team setting. Students will have significant interaction with local ticket industry professionals and work in teams to successfully sell group tickets to a local sporting event. Offered P/F only. (Offered every Fall.) Prerequisite: MGMT 2301 Corequisite: Should be taken concurrently with SPMT 3308

SPMT-3308 Sport Management
Studies the foundation and application of sport management as it applies to athletics, business, and physical education. Includes organizational theory, leadership, sport law, ethical concerns, budgeting, and marketing. Prerequisite: MGMT 2301

SPMT-3309 Legal Issues in Sport
This course provides an understanding of the legal system, its terminology, and legal principles applied to professional and amateur sports. Emphasis is on identifying and analyzing legal issues affecting the sports environment, such as contracts, tort law, regulation of sports agents, labor management relations, civil rights legislations including Title IX, discrimination issues, and antitrust arbitration decisions.

SPMT-3314 History of Sport in the United States
This course explores the historical evolution of American sports from colonization to globalization. The course examines sport experiences in colonial America, the antebellum health reform movement, sport and social changes during the progressive era, and the rise of modern sport. Emphasis will be given to the place of sport in the university and the development of the National Collegiate Athletic Association. Prerequisite: SPMT 1312 (Sport in Society)

SPMT-3316 Leadership for Sport Professionals
This course explores the development of personal leadership skills for athletic directors, coaches, managers, and others in the sport industry. An emphasis will be placed upon the relationship between goal development and organizational culture as each relates to key approaches, models, and theories in the leadership field.

SPMT-3317 Sport Media
This course will critically examine the relationship between sport media issues such as race, gender, sexuality, nationalism, capitalism/consumerism, violence, and civic life. Ethical implications and the impact of social will also be explored. (Also listed as COMM 3357.) Prerequisite: COMM 1301 or SPMT 1312 or Consent of Instructor

SPMT-3319 Sport and Sponsorship Marketing
Explores the opportunities and evolving nature of the sports marketing industry, while studying and analyzing in-market campaigns aligned with some of the world’s most notable sports properties and brands. Prerequisites: SPMT 3308; and MKTG 2301 or COMM 3360 or COMM 3361

SPMT-3320 Strategic Management in the Sport Industry
Strategic Management in the Sport Industry is an advanced and comprehensive course. The primary objective is to introduce students to the analysis of strategic problems and challenges facing sport industry executives. The course will require students to formulate strategies and consider implementation issues. To achieve the course goals, students will learn design thinking, a process for creative problem solving. (Offered every Fall.) Prerequisites: One of the following: SPMT 3308, 3309, 3316, 3317, or 3319; and one of the following: BAT 3302, COMM 3357, COMM 3360, COMM 3361, ECON 3327, FNCE 3301, HCOM 3360, HCOM 3362, INTB 3330, MGMT 3372, MGMT 3383, MKTG 3382, or MKTG 3383

SPMT-3321 Tom Brown's School Days: Sport in England
The course explores the cultural, economic, political, and social forces which shape the British sport landscape. England represents an ideal location because it gave birth to a multitude of sports which are popular globally and because the notion of amateurism as a counterpoint to professionalism stems directly from the British class system. This class introduces students to the major historical themes in British sport, acquaints students with the British systems of organized sports organizations, and compares the American and British sport models. (Offered every other year.) Prerequisites: SPMT 1312 and consent of instructor

SPMT-3-90 Directed Study in Sport Management
Independent study or research, or advanced selected topics in sport management that are not covered in other classes. Variations in credit according to the work performed, 1 to 3 credit hours. Class may be repeated once, provided the topic varies. Prerequisite: Consent of instructor

SPMT-3-99 Sport Management Internship
The Internship is to be structured and supervised professional work experience with an accepted employer in the private, public or non-profit sector. To be recognized, the experience must be pre-approved and must include specific learning objectives. An internship is typically done by a student who has attained sufficient preparation in an academic field. The experience may be paid or unpaid. Variations in credit according to the work performed, from 0 to 6 hours. Must be taken on a Pass/Fail basis. Prerequisite: Consent of Instructor
SPMT-4301 Organizational Theory in Sport Management
Designed for those students who desire to study Sports Management in graduate school. The course examines the structure and design of sport organizations. Special emphasis will be placed on organizational decision making, power, and culture. Additionally, students will be introduced to research methods used in sport management and required to develop a small scale research or assessment project. Prerequisite: SPMT 1312, 3308, and consent of instructor.

SPMT-4302 Seminar in Contemporary American Sport
Discussion-oriented course focusing on the connection between sports, culture, and selected contemporary American institutions. Using theoretical frameworks such as cultural hegemony, social capital, and new institutionalism, students will explore the place of sports in educational institutions, the intersection of sports and politics, the symbiotic relationship between sport and media, and the economic realities of modern sport. Prerequisite: SPMT 3314 or Consent of Instructor