SPM: Sports Management Courses

Courses

SPM 2010  Sport in Global Society
3 sh (may not be repeated for credit)
The course examines the ways in which sport contributes to or inhibits the formation of positive cultural or societal norms. The topics addressed in the course demonstrate the diversity of social impacts sport has had on global society and culture. Historical and contemporary cases are used to illustrate the impacts of sport in different social contexts. Satisfies UWF Breadth requirement in Social Sciences.

SPM 3004  Introduction to Contemporary Sport Management
3 sh (may not be repeated for credit)
Introduction to the field of sport management required for all students in the major and available to students interested in working in the sport industry. Provides an overview of sport management rather than detailed instructions about how to manage sport enterprises. It serves as a foundation for students' further studies in various subject areas in the field/profession of sport management, such as sport marketing, sport law, sport facility and event management, economics of sport, sport finance, etc.

SPM 3104  Sport Facility and Event Management
3 sh (may not be repeated for credit)
Prerequisite: SPM 3004*
An introduction to sports facilities that focuses on elements of planning, design, and management, while examining event management functions related to maintenance, security, operations, and evaluation. Emphasis will be focused on problem solving utilizing class discussions, guest speakers, and facility site visitations as feasible. Open only to Juniors and Seniors.

SPM 3115  Organizational Management and Leadership in Sport
3 sh (may not be repeated for credit)
Prerequisite: SPM 3004*; Completion of 60 hours of college course work is required prior to taking this course.
Organizational behavior, management, and leadership issues specific to the sport business environment. Students will gain knowledge of management and leadership best practices in sport business. Students will also learn how a variety of management and leadership practices impact sport organizations.

SPM 3306  Sports Marketing
3 sh (may not be repeated for credit)
Prerequisite: SPM 3004*
Topics and issues involved in the promotion and marketing of sporting events, products, and services will be discussed. Examination of the evolution, theories, and practical applications of marketing strategies and current issues relative to social, political, ethical, and cultural environments will be presented. Open only to Juniors and Seniors.

SPM 3403  Sport Media
3 sh (may not be repeated for credit)
Prerequisite: SPM 3004*
Examines the role media plays in contemporary sports, the relationship between sports and sports media, and how these two entities influence the public’s perception of sport as a growing industry. Examines the many professional careers associated with sports media including sports information, public/media relations, journalism, and broadcasting. Open only to Juniors and Seniors.

SPM 3905  Directed Study
1-12 sh (may be repeated indefinitely for credit)

SPM 4003  Sport Management Careers Seminar
3 sh (may not be repeated for credit)
Prerequisite: SPM 3000 AND SPM 3004*
Designed to prepare and assist students entering the workforce by completing a field experience and participating in classroom discussions. Students will learn job seeking skills including job searching, creating quality application documents, interviewing, networking, and professionalism. The primary objective of this course is to have students secure their ideal internship. It is taken the semester prior to students' internship/capstone course. Must complete 12 hours of SPM 3/4000 level courses.

SPM 4012  Sociology of Sport
3 sh (may not be repeated for credit)
Students are introduced to the fundamental concepts of sports and sociology and examine various social phenomena taking place relating to sports such as violence and sports in schools and colleges. It introduces students to an array of social theories that apply to analyzing some social issues related to sports such as race and ethnicity, gender, social class, politics, and religion. This course will generate the awareness for students to understand the importance of, and paying attention to, the social functions of sports played in today’s society.

SPM 4503  Economic Issues in Sport
3 sh (may not be repeated for credit)
Prerequisite: (ECO 2013 AND SPM 3004*) OR ECO 3003
Introduction to the fundamental concepts of sport economics and economic strategies in the sport industry. Students' knowledge of sport products and practical skills for evaluating economic decision making as part of a sports management team are developed. Open only to Juniors and Seniors.

SPM 4604  Governance in Sport
1-12 sh (may be repeated indefinitely for credit)
A study of the growing spread and development of sport throughout the world as well as how the governing bodies involved affect the structure, organization, and delivery of sport. Open only to Juniors and Seniors.
SPM 4723  Sport Law and Risk Management
3 sh (may not be repeated for credit)
Prerequisite: SPM 3004*
An introduction to the legal concepts that may significantly affect one's
career in management of amateur or professional sports, and of other
areas in sport operations. Topics of discussion primarily focus on the
legal issues involved in business practices in the sport industry using a
case analysis format. Open only to Juniors and Seniors.

SPM 4945  Senior Capstone Experience in Sport Management
6 sh (may be repeated for up to 12 sh of credit)
Prerequisite: SPM 4003
This capstone experience for Sport Management majors provides
opportunities for students to put theory into practice through active
participation in an appropriate sport organization. While students are
able to gain some experience in the field supervised by practitioners
in the sport industry, academic support from faculty is provided to
ensure students accomplish the goals and objectives planned by the
student, the academic instructor, and the field supervisor. Students
will complete a capstone project that should advance their learning
experience, as well as potentially benefit the sport organization for
which they work. Departmental permission is required. Approval by
academic adviser and program coordinator is required.

* This course may be taken prior to or during the same term.