

SPM: Sports Management Courses

Courses

SPM 2010 Sport in Global Society

College of Ed and Prof Studies, Department of Administration and Law

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. Meets General Education requirement in Social Sciences.

SPM 3004 Introduction to Contemporary Sport Management

College of Ed and Prof Studies, Department of Administration and Law

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

College of Ed and Prof Studies, Department of Administration and Law

3 sh (may not be repeated for credit)

Prerequisite: [SPM 3004*](#)

This course is designed to provide students an overview of the major components of both facility and event management: planning, financing, marketing, implementation, and evaluation. The course focuses on a broad range of facilities and events to demonstrate the diversity of the industry, touching on various topics relating to recreation, leisure, health, and fitness. The objective of the course is to provide a working knowledge of how to manage sport facilities and how to plan, manage, implement, and evaluate sport events.

SPM 3115 Organizational Management and Leadership in Sport

College of Ed and Prof Studies, Department of Administration and Law

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

College of Ed and Prof Studies, Department of Administration and Law

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

College of Ed and Prof Studies, Department of Administration and Law

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.

SPM 3905 Directed Study

College of Ed and Prof Studies, Department of Administration and Law

1-12 sh (may be repeated indefinitely for credit)

SPM 3941 Sport Management Internship

College of Ed and Prof Studies, Department of Administration and Law

1-9 sh (may be repeated for up to 9 sh of credit)

Prerequisite: [SPM 3004*](#)

The Sport Management Internship course provides students with an opportunity to explore their career interests and apply classroom knowledge and skills in a professional setting. The internship also allows students to begin to build a professional network. Students must enroll a minimum of 3 credit hours as pre-/co-requisite to enroll SPM4945, Senior Capstone in Sport Management. The course credit hours can also range from an additional 1-6 hours to meet the needs of the student and the internship site as a major elective.

SPM 4003 Sport Management Careers Seminar

College of Ed and Prof Studies, Department of Administration and Law

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

College of Ed and Prof Studies, Department of Administration and Law
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

College of Ed and Prof Studies, Department of Administration and Law
3 sh (may not be repeated for credit)

Prerequisite: (ECO 2013 OR ECO 3003) AND (SPM 3004*)

The course includes a review of the foundations of economics and their applications in the sport industry. Students will learn how leagues and teams function most efficiently to meet their goals of profit and/or win maximization.

SPM 4505 Principles and Issues in Sport Finance

College of Ed and Prof Studies, Department of Administration and Law
3 sh (may not be repeated for credit)

Prerequisite: ECO 3003 AND SPM 3004*

Students will gain the knowledge necessary to successfully financially manage budget, account, ascertain funding, and navigate other complex sport finance issues. The specific financial implications of managing a sport related business are covered. Open only to Juniors and Seniors.

SPM 4604 Governance in Sport

College of Ed and Prof Studies, Department of Administration and Law
3 sh (may not be repeated for credit)

Prerequisite: SPM 3004*

This course is designed to introduce sport management students the concepts on how sport is governed. Students will investigate the history, philosophy, and current governance practices of major North American sport. Students will critically analyze different segments of the sport industry, learn about the characteristics of a governing body, and analyze the role of policy in sport governance.

SPM 4723 Sport Law and Risk Management

College of Ed and Prof Studies, Department of Administration and Law
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 4905 Directed Study

College of Ed and Prof Studies, Department of Administration and Law
1-12 sh (may be repeated indefinitely for credit)

SPM 4945 Senior Capstone in Sport Management

College of Ed and Prof Studies, Department of Administration and Law
3 sh (may not be repeated for credit)

Prerequisite: SPM 4003

Co-requisite: SPM 3941

This capstone course for Sport Management majors provides opportunities for students to demonstrate their learning of sport management theories through practices. Students must enroll 3 sh of SPM3941 Sport Management Internship as a co-requisite to enroll this course. Students complete the coursework on various topics to ensure their accomplishment of the student learning outcomes designed for the course as well as for the sport management program. Approval by academic advisor and sport management program coordinator are required.

SPM 5408 Sport Promotion and Communication

College of Health, Department of Movement Sciences and Health
3 sh (may not be repeated for credit)

Sport Promotion and Communication is designed to provide students with the knowledge and skills to effectively promote sport and physical activity programs using a variety of direct and indirect communication tools and procedures.

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