

SPT-Sport Management

SPT100 - Introduction to Sport Management

An introduction to basic skills and competencies required to successfully manage in the sport management industry, the course utilizes general management theory and principles that make direct application to the sport management field.

SPT101 - Intro Sport Mgmt Prac Appl

Integrates coursework from Introduction to Sport Management (SPT 100) with planned and supervised professional experiences. Experiences will take within and outside regularly scheduled class meeting times.

SPT199 - Practicum in Sport Management

A supervised observational/work experience in a sport administration and management cognate (administration, aquatics, promotion, marketing, directing, fitness). The professor must approve the practicum experience in advance. This course consists of a minimum of 70 hours of work experience.

SPT300 - Psychology of Sport

This course is designed to cover diverse concepts associated with formal recreational or sport activity. These include, but are not limited to, motor skill learning, coaching characteristics and techniques, nervous system correlates of athletic activity, research on relaxation, imagery and cognitive techniques, and peak athletic performance.

SPT305 - Ethics in Sport

This course will provide background in ethical theory to sport. Ethical problems, dilemmas and conflicts in sport will be discussed, as well as coaching practices, funding practices, management problems and social (cultural) roles. At the completion of this course, the student should be able to practice applying these ethical theories to typical problems in the world of sport.

SPT310 - Sport Marketing

A study of basic marketing science as it applies to all realms of the sport industry, this fundamental course is intended to give students the depth and breadth of marketing principles and practices as they apply to the sport industry.

SPT311 - Sales Techniques in the Sport Industry

The sport industry requires students who are trained in all aspects of sport business, including the critical area of sport sales. This course will provide practical professional sales techniques and philosophies utilized in several areas of sport including personal selling, ticket sales and sponsorships. Subsequently, the dynamics associated with building and fostering relationships necessary for consumer loyalty and a vibrant sport organization will be thoroughly examined.

SPT312 - Sales Techniques in Sport – Practical Application

Integrates coursework from Sales Techniques in Sport (SPT 311) with planned and supervised professional experiences. Experiences will take within and outside regularly scheduled class meeting times.

SPT315 - Facility and Event Management

This course is designed to provide students with the basic knowledge of the facility planning process, as well as how to manage specific sport facilities and the events staged in these facilities.

SPT316 - Facility & Event Management – Practical Application

Integrates coursework from Facility & Event Management (SPT 315) with planned and supervised professional experiences. Experiences will take within and outside regularly scheduled class meeting times.

SPT320 - Administration of Intercollegiate Athletic Programs

This course reviews the many administrative tasks an athletic administrator encounters in the administration of an intercollegiate athletic program and department. The course is designed for students majoring in sport management studies, business administration, or students who might be interested in a career in athletic administration at the collegiate level.

SPT325 - Sport & Society

An examination of sport as a social institution in America. Students will address controversies and issues regarding the development of sport at all levels of formality and organization. Sport as a social institution will be analyzed from the primary theoretical orientations of the discipline, namely the functionalist, interactionist and conflict approaches.

SPT330 - Globalization & International Sport

This course examines the organization, governance, business activities, and cross-cultural context of modern sport on an international level.

SPT340 - History of Sport

This course examines the organization, governance, business activities, and cross-cultural context of modern sport on an international level.

SPT360 - Sports Communication

An examination of the interrelationship between sports and media in today's society. This course draws on theories of rhetoric and social criticism by examining the media's role in telling the story of sports and, in telling that story, shaping and reinforcing cultural values. The course will utilize various broadcasts and print, and electronic media to examine how they are vital to the success of the sport organization.

SPT400 - Legal Aspects of Sport

An introduction to basic skills and competencies required to successfully manager in the sport management industry. The course utilizes general management theory and principles, which make direct application to the sport management field.

SPT405 - Finance and Economics of Sport

Designed to provide a detailed examination of the relationship between sport finance, economic and corporate sponsorship in sport. Topics covered will include the theoretical premise of sponsorship, alignment marketing, strategic communication through sponsorship and fundraising, and determining the value of an organization and its activities, as well as the evaluation of sponsorship activities. Perspectives from the event holder (i.e., property)

Course Descriptions

offering a sponsorship and from the organization functioning as the sponsor will be considered. This course is an analysis of how economic models are used to measure the impact of sport on various economies.

SPT410 - Governance in Sport

This course is a study of the growth and development of sport throughout the world, as well as how the governing bodies involved affect the structure, organization and delivery of sport.

SPT425 - Organization and Administration of Sport

This course is a study of the application of organizational theory to the understanding and management of sport organizations.

SPT430 - Sport Management Senior Seminar

This course provides the student with a basic understanding of the developments, trends and social processes that explain the widely popular sporting experience of society today.

SPT499 - Internship in Sport Management

This course is the sport management student's capstone experience. Students will be assigned to an internship site based on their unique educational needs and experience. Internship students will work directly with sport management professionals in one or more work settings.