SPORTS MANAGEMENT (SPM)

SPM 5327  Financial Management in Sport (3)
Income sources available to sport organizations such as tax support, municipal and corporate bonds, ticket sales, concessions, fund raising, sponsorship, licensing, and PSLs.

SPM 5328  Athletic Fundraising and Development (3)
Introduces the fundamental principles and best practice in sports fundraising. Focuses on the particular challenges of fundraising and development in intercollegiate and interscholastic athletics, youth sport organizations, and non-profit sport organizations.

SPM 5336  Sport Marketing (3)
A study of sport marketing plans utilizing the concepts of product, price, public relations, promotion, sales and advertising.

SPM 5338  Public Relations in Sport (3)
Aspects of external and internal communication in sport pertaining to community, customer, employee, and media relations.

SPM 5339  Internship in Sports Mgt. (1-6)
Pre-requisite(s): Consent of instructor
Provides full-time supervised experience in a sport organization or agency for job-based professional training including a project jointly developed by the sponsoring organization and faculty. Students will complete 400 clock hours.

SPM 5340  Practicum in Sports Mgt. (1-3)
Pre-requisite(s): Consent of instructor Provides part-time supervised experience in a sport organization or agency for job-based professional training including a project jointly developed by the sponsoring organization and faculty
Students will complete 200 clock hours.