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 5341 NCAA Policies & Procedures (3)
Provides an in-depth and hands-on approach in understanding, applying, and conveying NCAA regulations. Designed to emphasize career preparation for leadership in college athletics by developing the necessary philosophical perspective and practical knowledge for compliance with NCAA standards.

SPM 5372 Legal Issues in Sport (3)
This course examines the legal aspects of sport. Areas of study include, but are not limited to, administrative rules and regulations, constitutional law, legislative enactments, negligence, and case law related to professional, intercollegiate, interscholastic and recreational sport.

SPM 5373 Sport Management (3)
The general objectives of this course are to understand the role of management in sport programs, to develop a philosophy of management, to understand various management theories, and to acquire knowledge and skills to make decisions and solve problems in sport management. These general objectives will be applied to such specific areas as human resource management, marketing, legal liability, facility management, finance, economics, and ethics.

SPM 5374 Sport in the Social Context (3)
A course that investigates sport function from an economic, political, sociological and educational perspective and studies the interaction of various social influences such as the mass media, race, gender, and group behavior on sport.

SPM 5375 Governance in Sport (3)
Various governing agencies in sport emphasizing investigation of the legal ramifications, organizational structure, authority, membership, and influence of sport governing bodies.

SPM 5376 Facility and Event Management (3)
Practical background in all facets of managing a sports event and facility. The content includes organizational structure and staffing, financial management, risk management, operations and maintenance, crowd control and security, marketing an event, and measuring the economic impact of an event.

SPM 5398 Contemporary Ethical Issues in Sport (3)
A research seminar focusing on ethical problems in the contemporary sport industry and the theoretical models available for analyzing these problems.

SPM 5V90 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 5V94 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.