### SPMT - SPORT MANAGEMENT

**SPMT 601 Research Methods for Sport Organizations**  
*Credits 3. 3 Lecture Hours.*  
Methodology and application of social science research in sport organizations, including the research process, research designs, sampling procedures, measurement, survey research, hypothesis testing, descriptive analyses and the research presentation.  
**Prerequisite:** Graduate classification.

**SPMT 610 Management of Sport Organizations**  
*Credits 3. 3 Lecture Hours.*  
Examines an encompassing perspective of sport organization management with an emphasis on contemporary management theory and organizational theory, leading sport organizations and topics related to organizational behavior.  
**Prerequisite:** Graduate classification.

**SPMT 611 Financial Management in Sport**  
*Credits 3. 3 Lecture Hours.*  
Focuses on financial issues that impact the sport industry, including ownership structures, venue financing, franchise valuation, risk, taxes and time value of money principles and application as they relate to investments, labor and media contracts.  
**Prerequisites:** Graduate classification.

**SPMT 612 Personnel Management in Sport**  
*Credits 3. 3 Lecture Hours.*  
Examine the service orientation of sport organizations, individual differences in employees and clients, personnel management practices, and expected outcomes of effective personnel management.  
**Prerequisite:** Graduate classification.

**SPMT 613 Diversity and Ethics of Managing Sport Organizations**  
*Credits 3. 3 Lecture Hours.*  
Examines an encompassing perspective of diversity and ethics in the management of sport; foundational ethical theories; understanding of various ways in which people differ and strategies for creating inclusive sport organizations; emphasis on race, gender, mental and physical ability, religious beliefs, sexual orientation, gender identity and gender expression, and social class.  
**Prerequisite:** Graduate classification.

**SPMT 615 Sport Marketing**  
*Credits 3. 3 Lecture Hours.*  
Broad and contemporary overview of the sport marketing discipline including the marketing mix, segmentation, consumer behavior, sport sponsorship, advertising and branding.  
**Prerequisite:** Graduate classification.

**SPMT 616 Sales and Revenue Generation in Sport**  
*Credits 3. 3 Lecture Hours.*  
Examination of the managerial and practical sales skills needed for a successful career in sport industry sales; emphasis on revenue production, effective and ethical communication with target customers, relationship management, and direct and indirect sales techniques and strategies.  
**Prerequisite:** Graduate classification.

**SPMT 617 Communications and Media in Sport**  
*Credits 3. 3 Lecture Hours.*  
Examination of the relationship between media and the sport industry; focus on media relations, sport media management, broadcasting, public relations, social media, media platforms and channels within the sport industry.  
**Prerequisite:** Graduate classification.

**SPMT 620 Economics of North American Professional Sport**  
*Credits 3. 3 Lecture Hours.*  
Focuses on the ethical, moral, legal and social issues associated with coaching; includes personal assessment, motivation, handling adversity, leadership and communication.  
**Prerequisite:** Graduate classification.

**SPMT 623 Athletics Administration**  
*Credits 3. 3 Lecture Hours.*  
Principles and processes of managing intercollegiate athletic organizations and properties.  
**Prerequisite:** Graduate classification.

**SPMT 630 Economic Issues in Sport**  
*Credits 3. 3 Lecture Hours.*  
Examination of the practical application of coaching; targeting the principles of coaching philosophy, coaching style and character development; tools to manage the total program from player personnel to coaching staff.  
**Prerequisite:** Graduate classification or enrollment in certificate.

**SPMT 635 Law and Law Enforcement**  
*Credits 3. 3 Lecture Hours.*  
Examination of the relationship between media and the sport industry; focus on media relations, sport media management, broadcasting, public relations, social media, media platforms and channels within the sport industry.  
**Prerequisite:** Graduate classification.

**SPMT 640 Psychology for Coaches**  
*Credits 3. 3 Lecture Hours.*  
Focuses on the ethical, moral, legal and social issues associated with coaching sports; includes history and development of sport; the role, duties and virtues associated with coaching; evaluating 'successful' coaching; developing coaching philosophy; treatment of players and opponents; coaching younger players; compliance; gender equity and safety.  
**Prerequisite:** Graduate classification; or enrolled in certificate.

**SPMT 645 Legal Issues in Coaching**  
*Credits 3. 3 Lecture Hours.*  
Focuses on legal principles affecting sponsors and users of sports programs; liability concepts in tort, contract, civil rights and property law in program planning, development, marketing and management.  
**Prerequisite:** Graduate classification or approval of instructor.

**SPMT 655 Sport Law**  
*Credits 3. 3 Lecture Hours.*  
Discussions of current topics and issues impacting sport management and administration. May be taken 8 times for credit.  
**Prerequisite:** Graduate classification.

**SPMT 661 Seminar**  
*Credit 1. 1 Lecture Hour.*  
Reports and discussions of research and the research process in sport management. May be taken 4 times for credit.  
**Prerequisite:** Graduate classification.

**SPMT 662 Seminar in...**  
*Credit 1. 1 Lecture Hour.*  
Discussions of current topics and issues impacting sport management and administration. May be taken 8 times for credit.  
**Prerequisite:** Graduate classification.
SPMT 683 Practicum in Sport Management  
Credits 3. 3 Lecture Hours.  
Participation and study in sport management and administration;  
acquisition and practice of professional and/or clinical skills in sport  
management.  
Prerequisites: Graduate classification and approval of instructor.

SPMT 684 Internship in Sport Management  
Credits 1 to 6. 1 to 6 Lecture Hours.  
Supervised internship with sport management organization; application  
of formal training to performing professional functions consistent with  
career goals.  
Prerequisites: Graduate classification; approval of instructor.

SPMT 685 Directed Studies  
Credits 1 to 12. 1 to 12 Lecture Hours.  
Directed study of special problems in sport management not related to  
thesis. May be repeated for credit.  
Prerequisites: Graduate classification; approval of instructor; approval of  
department head.

SPMT 689 Special Topics in...  
Credits 1 to 4. 1 to 4 Lecture Hours.  
Selected topics in an identified area of sport management. May be  
repeated for credit.  
Prerequisite: Graduate classification.

SPMT 690 Theory of Research in Sport Management  
Credits 3. 3 Lecture Hours.  
Examination of basic statistical techniques used in sport management  
research; emphasis on developing a working knowledge of basic  
statistics, what statistics to incorporate given certain research questions  
and basic knowledge and understanding of data and simple data  
analyses. Must be taken on a satisfactory/unsatisfactory basis only.  
Prerequisite: Graduate classification.

SPMT 691 Research  
Credits 1 to 18. 1 to 18 Other Hours.  
Research for thesis or dissertation.  
Prerequisites: Graduate classification and approval of committee chair.