

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 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. Economics of North American professional sport; supply and demand; market for broadcast rights; league structure; market power; revenue distribution mechanisms; market for playing talent. **Prerequisite:** Graduate classification.

SPMT 640 Psychology for Coaches

Credits 3. 3 Lecture Hours. Examination of the basic principals of sport psychology regarding coaching; includes personal assessment, motivation, handling adversity, leadership and communication. **Prerequisite:** Graduate classification.

SPMT 642 Best Practices in Coaching

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 644 Movement Analysis for Coaches

Credits 3. 3 Lecture Hours. Study and analysis of human movement patterns in sport activity to reduce the risk of injury, improve athlete performance; focus on qualitative analysis of sports movement; strength and conditioning training application, training schedules, analysis of running, effect of shoes, taping, and injury prevention. **Prerequisite:** Graduate classification.

SPMT 646 Ethics in Coaching

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 655 Sport Law

Credits 3. 3 Lecture Hours. 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 660 Compliance in Intercollegiate Athletics

Credits 3. 3 Lecture Hours. Investigation of the principles and processes of an intercollegiate athletic compliance office; focus on historical perspective, NCAA governance, NCAA infractions and NCAA bylaws.

Prerequisites: Graduate classification.

SPMT 681 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 682 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.