

# SPMT - SPORT MANAGEMENT (SPMT)

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## SPMT 217 Foundations of Sport Management

**Credits 3. 3 Lecture Hours.** History, principles, and objectives of the sport management profession; an overview of the structure of the sport industry; introduction to the scope and variety of career opportunities in sport.

## SPMT 220 Olympic Studies

**Credits 3. 3 Lecture Hours.** History of the Olympic Games and their development over time; analyze, compare and contrast the relationship between the Olympics, cultures and societies; examination of central problems, accomplishments and collaborations revolving around the Olympics from a variety of viewpoints.

## SPMT 225 Practical Skills for Sport Professionals

**Credits 3. 3 Lecture Hours.** Introduction to the writing, communication and technical skills required to succeed in the sport industry; segmented into units based on different professions within the sport industry such as journalism, marketing, technology, public relations, organizational communication and law.

## SPMT 230 Introduction to Leadership in Sport Organizations

**Credits 3. 3 Lecture Hours.** Attainment and application of leaderships skills in the sports setting; analysis of sports leaders and their styles; ethics in sport leaders; preparation to work in youth sports institutions; youth community agencies and sport related non-profit agencies.

## SPMT 260 Overview of Practices in Sport

**Credits 2. 2 Lecture Hours.** History, principles, and objectives of the sport management profession; an overview of the structure of the sport industry; introduction to sport management practices and career opportunities in sport. **Prerequisite:** Concurrent enrollment in SPMT 270.

## SPMT 262 Human Capital Management in Sport

**Credits 3. 3 Lecture Hours.** Dynamic issues of individual and organizational change; overview of human resources, relational and conflict management, and leadership principles. **Prerequisite:** Grade of C or better in SPMT 260; concurrent enrollment in SPMT 272.

## SPMT 265 Professional Communication for the Sport Industry

**Credits 4. 4 Lecture Hours.** Application of the writing, communication and technical skills required to succeed in the sport industry; utilizing various communication types including oral, written, digital and listening from a global perspective. **Prerequisites:** Grade of C or better in ENGL 103 or ENGL 104; grade of C or better in COMM 203, SPMT 260, SPMT 262, SPMT 270, and SPMT 272, or concurrent enrollment.

## SPMT 270 Sport Marketing

**Credits 2. 2 Lecture Hours.** Broad and contemporary overview of the sport marketing field; differentiating the field of sport and entertainment marketing with the practices and applications of mainstream marketing. **Prerequisite:** Concurrent enrollment in SPMT 260.

## SPMT 272 Sport Marketing Issues

**Credits 2. 2 Lecture Hours.** Recognition of current issues within the sport marketing field while gaining transferable skills necessary for the sport industry. **Prerequisite:** Grade of C or better in SPMT 270; concurrent enrollment in SPMT 262.

## SPMT 285 Directed Studies

**Credits 0 to 4. 0 to 4 Other Hours.** Work on a specified topic with the intent of promoting independent reading, research and study; supplement existing course offerings or subjects not presently covered. May be repeated for credit. **Prerequisites:** Freshman or sophomore classification; approval of instructor.

## SPMT 289 Special Topics in...

**Credits 0 to 4. 0 to 4 Lecture Hours.** Selected topics in an identified area of sport management. May be repeated for credit.

## SPMT 291 Research

**Credits 0 to 4. 0 to 4 Other Hours.** Research conducted under the direction of a faculty member in sport management. May be repeated 4 times for credit. **Prerequisites:** Freshman or sophomore classification; approval of instructor.

## SPMT 295 Introduction to the Culminating Experience

**Credit 1. 1 Lecture Hour.** Orientation, observations and experiences in preparation for the Culminating Experience. **Prerequisite:** Grade of C or better in SPMT 260 and SPMT 270; grade of C or better in SPMT 265 or concurrent enrollment.

## SPMT 304 Sport Psychology Management and Practice

**Credits 3. 3 Lecture Hours.** The relationship of psychology to sport and exercise; topics include history, application of learning principles, social psychology, personality variables, psychological assessment, youth sport, and diversity issues in sport and exercise. **Prerequisite:** Junior classification.

## SPMT 316 Sales Strategies in Sport Organizations

**Credits 3. 3 Lecture Hours.** Preparation for the sport business workforce via the sales outlet; emphasis on developing skills for success in sport sales. **Prerequisites:** Grade of C or better in SPMT 217; junior or senior classification.

## SPMT 319/SOCI 319 Sociology of Sport

**Credits 3. 3 Lecture Hours.** Social institution of sport and its consequences for American society; social organization from play to professional sport; violence, discrimination, women in sport; socialization implications from participation in sports. **Prerequisite:** Junior or senior classification. **Cross Listing:** SOCI 319/SPMT 319.

## SPMT 321 Risk Management in Sport Organizations

**Credits 3. 3 Lecture Hours.** Legal principles and rules of law affecting the administration and operation of health, human performance, recreation and sports programs, resources, areas and facilities; risk management and legal concepts applied to contracts, human rights, constitutional issues, supervision of recreation activities and torts. **Prerequisites:** Junior or senior classification; or approval of instructor.

## SPMT 330 Application of Leadership Skills in Sport Organizations

**Credits 3. 3 Lecture Hours.** Development and application of leadership vision to sport organizations; development of leadership skills that create collaborative and management of groups in sports organizations.

## SPMT 333 Sport Management

**Credits 3. 3 Lecture Hours.** Introduction to techniques for proper management of programs in physical activities and athletics including the basic physical education instructional program, intercollegiate and interscholastic athletics, intramural and club programs, and alternative athletic programs such as health clubs, corporate fitness centers and YMCA/YWCAs. **Prerequisites:** Junior or senior classification; admission to professional phase of program.

## SPMT 336 Diversity in Sport Organizations

**Credits 3. 3 Lecture Hours.** Examine an encompassing perspective of diversity within North American and international sport organizations. **Prerequisite:** Junior or senior classification; also taught at Galveston campus.

## SPMT 337 International Sport Business

**Credits 3. 3 Lecture Hours.** The magnitude of global expansion and development of sport familiarity with major firms and organizations on the global scene, major issues in global sports; emphasis on business opportunities available internationally; underlying thesis focuses on the contrasts from the U.S. sport industry to foreign markets. **Prerequisite:** Junior or senior classification; also taught at Galveston campus.

## SPMT 340 Sport Governance

**Credits 3. 3 Lecture Hours.** Governance and policy development in sport management; managerial activities related to governance, strategic management, ethics in sport, governance and policy development in specific sport contexts. **Prerequisite:** Junior or senior classification.

## SPMT 360 Organizational Issues in Sport

**Credits 3. 3 Lecture Hours.** Gain knowledge and experience in organizational structure, organizational behavior, global issues, human resources, strategic and operational planning, data information systems, evaluation and assessment. **Prerequisite:** Grade of C or better in SPMT 260, SPMT 262, SPMT 265, SPMT 270, SPMT 272, and SPMT 295.

## SPMT 362 Sport Leadership

**Credits 3. 3 Lecture Hours.** Attainment and application of leadership skills in the sport setting; concepts related to negotiations and change management; ethics and legal issues in sport. **Prerequisite:** Grade of C or better in SPMT 260, SPMT 262, SPMT 265, SPMT 270, SPMT 272, and SPMT 295.

## SPMT 364 Financial Management in Sport

**Credits 3. 3 Lecture Hours.** Financial theories and practical application as they impact sport revenues and expenditures; familiarization with current issues and trends in financing sport organizations. **Prerequisite:** Grade of C or better in SPMT 260, SPMT 262, SPMT 265, SPMT 270, SPMT 272, and SPMT 295.

## SPMT 366 Sport Facility and Event Management

**Credits 3. 3 Lecture Hours.** Orientation into the design, operations and functions related to cost-effectively managing recreational facilities and events; address key elements of program management, conflict management, group dynamics and customer service. **Prerequisite:** Grade of C or better in SPMT 260, SPMT 262, SPMT 265, SPMT 270, SPMT 272, and SPMT 295.

## SPMT 370 Fan Behavior in Sport

**Credits 3. 3 Lecture Hours.** Communication with current and potential consumers; importance of identifying and understanding consumers when planning, creating, and performing marketing activities. **Prerequisite:** Grade of C or better in SPMT 260, SPMT 262, SPMT 265, SPMT 270, SPMT 272, and SPMT 295.

## SPMT 372 Sales Strategies in Sport Organizations

**Credits 3. 3 Lecture Hours.** Preparation for the sport business workforce via the sales outlet with emphasis placed on students developing skills necessary for success in sport sales. **Prerequisite:** Grade of C or better in SPMT 260, SPMT 262, SPMT 265, SPMT 270, SPMT 272, and SPMT 295.

## SPMT 374 Strategic Sport Marketing

**Credits 3. 3 Lecture Hours.** Managing customers to maximize long-term company profits focused on managing at the strategic level by targeting, acquiring, retaining and growing customers. **Prerequisite:** Grade of C or better in SPMT 260, SPMT 262, SPMT 265, SPMT 270, SPMT 272, and SPMT 295.

## SPMT 401 Undergraduate Research Methods for Sport Organizations

**Credits 3. 3 Lecture Hours.** Methodology and application of social science research in sport organizations for undergraduates, including the research process, research designs, sampling procedures, measurement, survey research, hypothesis testing, descriptive analyses and the research presentation. **Prerequisites:** Grade of C or better in SPMT 295 and SPMT 481 (Seminar for Undergraduate Research).

## SPMT 402 Pre-Internship Field Experiences

**Credit 1. 2 Lab Hours.** Orientation, observations and experiences in preparation for professional internships. **Prerequisites:** Senior classification; approved acceptance to field experience.

## SPMT 412 Managing Sport Events

**Credits 3. 3 Lecture Hours.** Examination of principles involved in planning and managing sport events. **Prerequisites:** Junior or senior classification or approval of instructor.

## SPMT 420 Sports Facility Planning

**Credits 3. 3 Lecture Hours.** Examination of the principles involved in planning and managing sports and recreational facilities. **Prerequisites:** Junior or senior classification; admission to professional phase of program or approval of instructor for non-sport management majors.

## SPMT 421 Legal Aspects of Sport

**Credits 3. 3 Lecture Hours.** Explores the relationship between sport and law, and the fundamentals of law used by sport managers, including contract law, tort law, Constitutional issues, employment and discrimination law, the effect of state and federal statutes on recreational activities and sport, and current legal issues in sports. **Prerequisites:** Junior or senior classification; admission to professional phase of program or approval of instructor for non-sport management majors.

## SPMT 422 Financing Sport Operations

**Credits 3. 3 Lecture Hours.** Study of financial theories and practical application as they impact sport revenues and expenditures; familiarization with current issues and trends in financing sport organizations. **Prerequisites:** Junior or senior classification; admission to professional phase of program.

## SPMT 423 Marketing Aspects of Sport

**Credits 3. 3 Lecture Hours.** Investigation of the rapidly developing sports industry from a marketing perspective; familiarization of marketing terms and tools needed in the sports industry; introduction to the various aspects of marketing that make up the marketing plan. **Prerequisites:** Junior or senior classification; admission to professional phase of program.

## SPMT 450 Professional Practice in Sport Management

**Credits 1 to 7. 1 to 7 Other Hours.** Information, perspectives and skills to promote the management of sports in the community, school, workplace and sport business settings; boundary-crossing partnerships across sport disciplines; the role of collaborative efforts to improve the needs of the sport community. May be taken four times for credit. **Prerequisite:** Admission to professional phase of program; senior classification.

## SPMT 455 Research and Writing Culminating Experience

**Credits 0 to 6. 0 to 6 Other Hours.** Facilitation of culminating experience research project implementation, which includes conducting research and disseminating results in the form of a research paper and presentation. **Prerequisites:** Grade of C or better in SPMT 481 (Seminar for Undergraduate Research).

## SPMT 460 Sport Business Planning

**Credits 3. 3 Lecture Hours.** Development of a sport business plan; planning, assessing and delivery of all components of a business plan for a sport organization. **Prerequisites:** Grade of C or better in SPMT 360, SPMT 362, SPMT 364, SPMT 366, SPMT 370, SPMT 372, and SPMT 374.

## SPMT 462 Leadership Application in Sport

**Credits 3. 3 Lecture Hours.** Development and application of leadership vision to sport organizations; development of leadership skills that create collaborative management of groups in sports organizations. **Prerequisites:** Grade of C or better in SPMT 360, SPMT 362, SPMT 364, SPMT 366, SPMT 370, SPMT 372, and SPMT 374.

## SPMT 470 Application of Marketing Strategies in Sport

**Credits 3. 3 Lecture Hours.** Examination of the application of marketing principles to the general sport enterprise; creation of sport marketing plans, evaluation of effective methods and practices relevant to sport marketing. **Prerequisites:** Grade of C or better in SPMT 360, SPMT 362, SPMT 364, SPMT 366, SPMT 370, SPMT 372, and SPMT 374.

## SPMT 472 Data Analysis and Problem Solving in Sport

**Credits 3. 3 Lecture Hours.** Acquire market analysis and problem solving skills; understanding of rigorous marketing research methods; learn techniques to create marketing campaigns. **Prerequisites:** Grade of C or better in SPMT 360, SPMT 362, SPMT 364, SPMT 366, SPMT 370, SPMT 372, and SPMT 374.

## SPMT 481 Seminar

**Credit 1. 1 Lecture Hour.** A variety of topical seminars in communicating contemporary and historical sport management subjects designed to complement the curriculum in sport management. May be taken three times for credit. **Prerequisite:** Admission to the professional phase of the sport management program; junior or senior classification; or approval of instructor.

## SPMT 482 Professional Writing Seminar

**Credit 1. 1 Lecture Hour.** Acquaint students with a primary means of communicating contemporary research in sport management; extensive readings, intensive writings and an oral presentation designed to complement the curriculum in sport management by introducing the application of sport management research to organizational decision making. May be taken two times for credit. **Prerequisites:** Admission to professional phase of program or approval of instructor; junior or senior classification.

## SPMT 483 Practicum in Sport Management

**Credits 0 to 3. 0 to 3 Other Hours.** Participation and study in sport management and administration; acquisition and practice of professional and/or clinical skills in sport management. Must be taken on a satisfactory/unsatisfactory basis. **Prerequisites:** Admission to professional phase of program; approval of instructor; junior or senior classification.

## SPMT 484 Internship in Sport Management

**Credits 0 to 12. 0 to 12 Other Hours.** Supervised internship with sport management organizations; acquisition and practice of professional and/or clinical skills in sport management. **Prerequisites:** SPMT 402; completion of all coursework.

## SPMT 485 Directed Studies

**Credits 0 to 4. 0 to 4 Other Hours.** Special problems in sport management assigned to individual students or to groups. May be repeated for credit. Must be taken on a satisfactory/unsatisfactory basis. **Prerequisites:** Junior or senior classification; approval of instructor.

## SPMT 489 Special Topics in...

**Credits 0 to 4. 0 to 4 Lecture Hours.** Selected topics in an identified area of sport management. May be repeated for credit.

## **SPMT 491 Research**

**Credits 0 to 6. 0 to 6 Other Hours.** Research conducted under the direction of a faculty member in sport management. May be repeated 4 times for credit. **Prerequisites:** SPMT 481; junior or senior classification; approval of instructor.