

UNDERGRADUATE COURSES OF STUDY

SPORTS MANAGEMENT

SPTM 101.INTRODUCTION TO SPORT MANAGEMENT

This course focuses on the professional aspects of sport management. An introduction to the historical, social, and philosophical foundations of sport management will be provided. Potential careers available to sports managers will be explored. Demands and expectations of various sport management venues will be explored. *Three credit hours.*

SPTM 201.PRINCIPLES OF SPORT MANAGEMENT

This course examines contemporary sport management leadership theories and is designed to provide sport administrators with knowledge of management principles and issues confronting professionals in sport-related industries. The primary goal of this course is to develop skills and insight into how to effectively manage and lead in the sport industry with an emphasis placed on athletic administration. Topics relevant to the administration of sport programs such as personnel management, leadership, operations, and basic legal issues of athletic compliance and Title IX will be addressed. Prerequisite: "C" or better in SPTM 101. *Three credit hours.*

SPTM 302.SPORT MARKETING

This course introduces the principles and strategies of marketing within the sport industry with an emphasis on intercollegiate athletics, professional sports, and multi-sport club operations. Key topics include branding, sponsorships, promotional strategies, and fan engagement, with a focus on the unique characteristics of sport consumers and producers. Prerequisite: "C" or better in SPTM 201. *Three credit hours.*

SPTM 303.LEGAL ASPECTS OF SPORT

This course presents the terminology and principles of the basic legal system as applied to professional and amateur sports. Emphasis is on identifying and analyzing legal issues, the ramifications of those issues, and the means of limiting the liability of sports organizations. Prerequisite: "C" or better in SPTM 201. *Three credit hours.*

SPTM 305.EVENT AND FACILITY MANAGEMENT

This course examines the challenges involved in the planning and managing of sporting events while also investigating the designing, operating, and financing of sport and recreational facilities, including public and private venues such as arenas, coliseums, and stadiums. Prerequisite: "C" or better in SPTM 201. *Three credit hours.*

SPTM 369.SPECIAL TOPICS IN SPORT MANAGEMENT

This course allows for the study of sport management topics which are not a part of the regular course offerings. The course may be repeated up to three times provided the topic is different and will count as a business elective or a general elective. To repeat the course to improve a grade, the topic must be the same. *One to six credit hours.*

SPTM 405.FINANCIAL ASPECTS OF SPORTS

This course explores key economic, financial, and budgeting principles within the sport industry. Students will examine how economic concepts and financial management strategies apply to sport organizations, with a focus on the economic impact of sport-related events and facilities, forms of organization ownership, revenue generation, financial planning, and resource allocation. Prerequisites: "C" or better in SPTM 201 and senior status. *Three credit hours.*

SPTM 490.INTERNSHIP IN SPORT MANAGEMENT

This course will provide practical work experience in the sport management field through an approved agency or business under the supervision of professional employees and the course instructor. The course may be taken for a maximum of six hours. Internships are dependent upon position availability. Prerequisites: SPTM major or minor and instructor permission. *One to six credit hours.*

SPTM 491.SPORT MANAGEMENT INTERNSHIP II

This course is designed to give students additional practical work experience in the sport management field. The student works through an approved agency or business under the supervision of professional employees and the course instructor. This course may be taken for additional credit for a maximum of six hours. Internships are dependent upon availability of positions. Prerequisites: SPTM major or minor, SPTM 490, and instructor permission. *One to six credit hours.*