SMGT - Sport Management

SPORT MANAGEMENT Courses

SMGT 214. Introduction to Sport Management. 3 Credits.
Course will introduce students to the sport industry, the wide range of career opportunities involving sport, and the economic impact of sports in America. Prerequisites: A grade of C- or better in MATH 102M or MATH 162M.

SMGT 305. Sport Administrative Theory. 3 Credits.
Principles of organization and administration as they apply to managing sport organizations. Issues related to working with and through individuals to achieve organizational goals and objectives are discussed. Prerequisites: SMGT 214 with a grade of at least C-.

SMGT 312. Sport Sales. 3 Credits.
This course will teach students to learn and navigate the sport sales process. The financial strength of a sport entity is determined by its sales ability, and through lecture, guest speakers, and applied ‘real world’ exercises, students will have the opportunity to obtain knowledge, skills, and experiences in sport sales that are essential for entry level positions. Prerequisites: A grade of C- or better in SMGT 214, junior standing or permission of the instructor.

SMGT 315. Sport Media and Public Relations. 3 Credits.
An introduction to sport media and public relations. Special emphasis will be placed on the communications process in sport and the various mediums that can be used to convey messages. The internal and external publics involved in sport public relations will be examined along with the steps involved in the process. Prerequisite: SMGT 214 with a grade of at least C- and a grade of C or better in ENGL 110C and ENGL 211C or ENGL 221C or ENGL 231C.

SMGT 331. Fiscal Planning and Management in Sport and Recreation. 3 Credits.
This course is designed to examine the principles and practices of financial management in diverse recreation and sport service settings. Course will explore the basic concepts of financial planning and analysis to effectively manage a successful operation. Prerequisites: SMGT 214 with a grade of C- or higher, ACCT 201, and MATH 102M or higher.

SMGT 366. Internship Seminar. 1 Credit.
Agency field placement is required of all students in Sport Management. Seminar will include resume and cover letter writing skills, internship requirements, agency placement referrals, and interviewing techniques. (qualifies as a CAP experience) Prerequisites: all emphasis core courses and junior standing.

SMGT 368. Internship. 12 Credits.
Final field placement required for all students with an emphasis in sport management. Students will be placed in an agency to gain experience in methodologies, administration techniques, and programs specific to their area of emphasis. Minimum of 400 clock hours. (qualifies as a CAP experience) Prerequisites: A grade of C- or better in SMGT 214; senior standing, permission of the instructor, and completion of all required courses in appropriate emphasis areas.

SMGT 369. Practicum in Physical Education, Recreation, and Athletics. 3 Credits.
Selected off-campus experiences in physical education, leisure activities, and athletics that will enable students to become more actively involved with field-based professionals engaged in skills within their respective discipline. (qualifies as a CAP experience) Prerequisites: permission of the instructor and a grade of C- or better in SMGT 214.

SMGT 414. Sport Marketing. 3 Credits.
Course will examine competitive market strategies as they apply to the sport industry. Emphasis will be placed on the relationship between sport products and sport markets, the communication mix, market research, and the role of strategic planning for business sponsorship. Prerequisites: SMGT 214 with a grade of C- or better and junior standing.

SMGT 415. Principles of Coaching Management. 3 Credits.
This course is designed to provide students with a basic knowledge of the coaching profession. Special emphasis will be placed on establishing a sound coaching philosophy, selecting a coaching style, desirable qualities of a coach, ethics and the coach, roles of the head coach, planning and organizing for games and practices, coaching pedagogy, off-season planning, final preparations for the season, and issues and problems related to coaching and recruiting athletes. Prerequisites: junior standing.

SMGT 421. Legal Aspects in Recreation and Sport Management. 3 Credits.
This course presents an overview of the increasing effect the law is having on amateur athletics, professional sports and recreation programs. Prerequisites: SMGT 214 with a grade of C- or better and junior standing.

SMGT 432. Sport Facility and Event Management. 3 Credits.
This course provides an examination of the principles and practices of sport facility and event management. Special emphasis will be placed on management functions related to facility planning and supervision, financing, site design, public relations, security, operations, maintenance, programming, box office operations and concessions. This course is designed to introduce students to principles and practices of planning, budgeting, operating, scheduling, managing, and evaluating events in the sport industry. Students will acquire an in-depth knowledge about the specialized field of event management and become familiar with management techniques and strategies required for successful promotion, implementation and evaluation of special events within a sport context. Prerequisites: SMGT 214 with a grade of C- or better and junior standing.

SMGT 450W. Ethics and Morality in Sport. 3 Credits.
This writing intensive course offers an introduction to ethics and morality within the context of sports. It examines the values of sport and the basis for ethical decision making. Readings, case studies and class discussion are used to explore the moral significance of sport. This course is designed to foster critical thinking skills and to improve written and verbal communication skills through analysis of philosophical and ethical issues associated with sport. Prerequisites: SMGT 214 with a grade of C- or better in ENGL 110C and ENGL 211C or ENGL 221C or ENGL 231C and Junior standing.

SMGT 452. Sport Facility Management. 3 Credits.
An examination of the principles and practices of sport facility management. Special emphasis will be placed on management functions related to facility supervision, financing, marketing, public relations, risk management, security, operations, maintenance, programming, scheduling, event planning, box office operations and concessions. Prerequisites: A grade of C- or better in SMGT 214 and junior standing.

SMGT 453. Event Management and Sport Sponsorship. 3 Credits.
This course is designed to provide a detailed examination of the relationship between sport and corporate sponsorship. Topics will include sport sponsorship background and history, reasons for sponsorship, benefits of sponsorship, types of sport sponsorship, strategic communication through sponsorship, sponsorship valuation, and evaluation of sponsorship packages. Special emphasis will be placed on the relationship between sport sponsorship development, event planning and fund-raising strategies. Prerequisites: A grade of C- or better in SMGT 214 and junior standing.

SMGT 455. Sport in Contemporary Society. 3 Credits.
Discusses the phenomenon of sport as it represents one of the most pervasive social institutions today. The major theme of this course is to demonstrate how sport reflects and enforces the beliefs, values, and ideologies of society. Emphasis is placed on changing attitudes and current trends in the world of sport. The course will be taught from sociological and philosophical perspectives. Prerequisites: A grade of C- or better in SMGT 214 and junior standing.

SMGT 456/556. Sport Psychology. 3 Credits.
This course examines psychological theories and research related to sport and exercise behavior. The course is designed to introduce students to the field by providing a broad overview of topics associated with sport and exercise psychology. Prerequisites: A grade of C- or better in SMGT 214 and junior standing.
Strategic Marketing in Sport

This course is designed to provide students with an understanding of ethics and morals and how they apply in sport management settings. Teleological and deontological theories of ethics are examined with special application made to sport environments. Models of moral development, ethical decision making, and codes of ethics are emphasized.

Social Issues in Sport

This course will examine the nature and scope of sport from sociological, historical, economic, and philosophical perspectives. Special emphasis will be placed on studying selected issues and topics that impact sport managers and their understanding of the role that sport plays in society.

Sport Law

This course will examine the theory and practice of sport law as it relates to the management and supervision of sport and recreation facilities, programs, participants, spectators and events.

Management and Leadership in Sport

This course will examine various management principles as they apply to sport settings. Special emphasis will be placed on studying leadership theories, human resource management, strategic planning, decision making, problem-solving, and employee motivation.

Internship in Sport Management

Designed to provide detailed practical experience (400 clock hours) in a sport management field setting.

Topics in Sport Management

Selected topic courses in Sport Management.

Sport Finance

This course is designed to examine the principles and practices of financial management in diverse sport service settings. This course will explore the basic concepts of financial planning and analysis required to effectively manage a successful sport operation. The concepts covered in this course include finance, economics, accounting, and general business practices. The course is intended to offer a broad perspective of sport finance along with the basic skills associated with fiscal planning and management. Students will gain an understanding of the core principles associated with the financial management of sport enterprises.

Strategic Marketing in Sport

This course will familiarize the student with theoretical and practical aspects of sport marketing, including the dynamic nature of sport and the importance of branding. Through lecture and case-study analysis, the course will provide students with an understanding of the importance of marketing and consumer behavior theory and fundamentals specific to strategic marketing in the sport industry.