

## SMGT - Sport Management

Courses numbered 500 to 799 = *undergraduate/graduate*. (Individual courses may be limited to undergraduate students only.) Courses numbered 800 to 999 = *graduate*.

### **SMGT 511. Selling in the Sport Industry (3).**

Examines both the theory and the practical application of sales and promotions in the sports industry. Students learn a process for sales and use that process in a real-life sales exercise. Students are introduced to methods of sales management. The class conducts sales projects for local sports organizations for practical experience and application of theory.

### **SMGT 520. Sport Tournament and Event Management (3).**

Examines the processes, methods and practices involved in sport event management, including sport tournaments, sports team events and individual sporting events. Students completing this class should feel prepared to initiate and execute a sport event on their own. Prerequisite: SMGT 112 or graduate standing.

### **SMGT 525. Sport Facility Management (3).**

Focuses on various aspects of facility management, such as mission development, funding and budget, site selection/planning/design, floor surfaces, risk management, equipment purchase and maintenance, and personnel management. Prerequisite: SMGT 112 or graduate standing.

### **SMGT 540. Business Analytics in Sport (3).**

Integrates the knowledge base of sport and business as it applies in the practical setting. Prerequisites: 2.000 GPA, junior, senior or graduate standing.

### **SMGT 545. Sport Governance & Policy (3).**

Discusses the fundamental aspects of management and administration within any sport-related organization. Students are exposed to key industry concepts such as strategic management, ethics and event planning activities, in addition to governance and policy related topics such as scholastic, intercollegiate and amateur sport.

### **SMGT 552. Study Abroad in Global Sport Industry (3).**

Introduces students to global sport management principles and provides firsthand experience in international sport events or organizations through a study abroad opportunity. Addresses ethics, marketing, sponsorship, event management, business and financial topics as well as challenges and issues in the global sport industry. *Course includes diversity content*. Prerequisite: 18 years of age or older.

### **SMGT 590. Independent Study (1-3).**

Prerequisite: departmental consent.

### **SMGT 711. Structuring and Scheduling Sports Tournaments (3).**

The structural design, scheduling processes, and mathematics of sport tournaments, elimination, placement and round robin formats.

### **SMGT 750D. Sociology of Coaching (3).**

The purpose of the course is to provide an exhaustive examination of the role, purpose, and impact of sport coaches on all levels of sport. Students will use sociological concepts to explain coaching dynamics within and outside the realm of sport.

### **SMGT 750E. Marketing in Sport Industry (3).**

Cross-listed as SMGT 803. Focuses on the application of marketing principles in a sport-related setting. Addresses such content areas as corporate sponsorships, ticket sales, broadcast agreements, promotional events, and direct marketing in the sport entertainment, sport participation and sporting goods sectors of the industry.

### **SMGT 750F. Financial Dimensions of Sport Management (3).**

Designed to provide the prospective sport manager with an overview of the major financial issues concerning the sport industry. The concepts

of resource acquisition and financial management are examined and applied to the problems faced by sport and leisure organizations today, primarily at the college and professional levels, with some attention to commercial recreational enterprises.

### **SMGT 750G. Public Relations in Sport Mgmt (3).**

A sport organization's success is largely dependent on the degree to which it can effectively communicate with key constituents. This class addresses topics pertaining to organizational communication, including public relations management, image, media relations and community relations.

### **SMGT 750I. Sociocult Dimens of Sport Mgmt (3).**

A basic understanding of the developments, trends, and social processes explaining the popular sporting and physical activity experiences within the sport management industry.

### **SMGT 750J. Technology in the Sports Industry (3).**

Students in this course will gain a greater appreciation for applications of current technology in the area of sport management including but not limited to: the fundamentals of computers and their use, the application of commercial software to the sport management setting, and ethical issues sport managers face in using computers to conduct research and work with various social media platforms in sport settings.

### **SMGT 750K. Building Sport Franchises (3).**

Introduces the sport management student to financial challenges, financial planning and related issues within professional sport organizations.

### **SMGT 750L. Personnel Management in Sport (3).**

Initial introduction into the administration of sport in public schools, institutions of higher education, and commercial and professional sport organizations. Learn about the various components of sports administration by reading appropriate materials and entering into dialogue with practicing administrators.

### **SMGT 750N. Social Psychological Foundations of Sport (3).**

Examines relevant psychological and sociological concepts that explain individual, community and cultural patterns of sport, exercise and physical activity participation.

### **SMGT 750O. Sport and Entertainment Agencies (3).**

Examines the driving changes transforming the sport and entertainment industry, while focusing on what sport and entertainment enterprises look like now and how they are set to evolve in the future.

### **SMGT 781. Cooperative Education (1-3).**

Provides the graduate student with a field placement which integrates theory with a planned and supervised professional experience designed to complement and enhance the student's academic program. Individualized programs must be formulated in consultation with appropriate graduate faculty. The plan of study for a graduate degree-bound student must be filed before approval of enrollment for cooperative education graduate credit. Repeatable for credit. A maximum of 3 hours (for nonthesis option) or 6 hours (for thesis option) may count toward the graduate degree.

### **SMGT 799. Mentoring and Networking in Sport (1).**

Gives students the necessary tools for impactful networking while also providing them a class-long mentor who is a successful industry professional. Prerequisite: admission to the MEd in sport management program.

### **SMGT 800. Analytics and Decision Making In Sport (3).**

Highlights various data application in sport management as a professional tool to make informed decisions. Topics include understanding how to collect, interpret, represent and disseminate data

in an organizational setting, and to better understand how data informs decision-making processes within sport.

**SMGT 801. Management In Sport (3).**

Initial introduction into the administration of sport in public schools, institutions of higher education, and commercial and professional sport organizations. Learn about the various components of sports administration by reading appropriate materials and entering into dialogue with practicing administrators.

**SMGT 802. Ethics in Sport (3).**

Designed to give students an understanding of the various issues and concepts relating to ethical decision making in sport management settings. Fulfills the university's professional and scholarly integrity training requirement covering research misconduct, publication practices and responsible authorship, conflict of interest and commitment, ethical issues in data acquisition, management, sharing and ownership.

**SMGT 803. Sport Marketing (3).**

Cross-listed as SMGT 750E. Focuses on the application of marketing principles in a sport-related setting. Addresses such content areas as corporate sponsorships, ticket sales, broadcast agreements, promotional events, and direct marketing in the sport entertainment, sport participation and sporting goods sectors of the industry.

**SMGT 809. Sport Management Technology (2).**

Students gain a greater appreciation for applications of current technology in the area of sport management including, but not limited to: the fundamentals of computers and their use, the application of commercial software to the sport management setting, and ethical issues sport managers face in using computers to conduct research and work with various social media platforms in sport settings.

**SMGT 810. Sport Leadership and Socialization (3).**

Challenges students to develop a systemic approach to leadership and organize change in socially impactful sport organizations. Students identify ethically-based leadership styles, and learn how to leverage sport for the greater social good. Students also discover how to use sport to foster global diversity, prevent violence, and how to use sport to improve the local and global community.

**SMGT 811. Sport In Society (3).**

Addresses the impact of sports on American culture, with focus on competition, economics, mythology, education, religion, ethics, professional sports, sports and minorities.

**SMGT 812. Ethical and Legal Issues in Sport (3).**

Provides students with the knowledge, understanding and application of how both ethical and legal issues influence the sport industry. In addition, content knowledge, application, case studies and class discussions focus on the identification and development of problem solving and decision making within the sport industry.

**SMGT 818. Psychology of Sport (3).**

An in-depth analysis of the psychology of motor learning and its implications for the teacher/coach.

**SMGT 822. Communication in Sport (3).**

A sport organization's success is largely dependent on the degree to which it can effectively communicate with key constituents. Addresses a variety of communication-related topics, including public relations management, image, media relations and community relations.

**SMGT 828. Financial Management in Sport (3).**

Designed to provide the prospective sport manager with an overview of the major financial issues concerning the sport industry. The concepts of resource acquisition and financial management are examined and applied to the problems faced by sport and leisure organizations today,

primarily at the college and professional levels, with some attention to commercial recreational enterprises.

**SMGT 835. Legal Issues in the Profession I (3).**

Provides students with the knowledge, understanding and application of how the following legal issues influence the sport industry. Specific content includes: the legal system, legal research, statutory law, risk management, tort law (negligence and intentional torts), contracts, alternative dispute resolution, and employment-related issues within the sport industry. In addition to the above content knowledge and application, case studies and class discussion focus on the enhancement of problem-solving skills and prudent managerial decision making. Prerequisites: admission to the MEd in sport management program or instructor's consent.

**SMGT 847. Internship (1-12).**

Internship in selected areas of specialization in sport management. Prerequisite: departmental consent.

**SMGT 890. Special Topics (1-4).**

Directed reading and research under supervision of a graduate instructor. Prerequisite: departmental consent.