

SMGT - Sport Management

Courses numbered 100 to 299 = *lower-division*; 300 to 499 = *upper-division*; 500 to 799 = *undergraduate/graduate*.

SMGT 112. Introduction to Sport Management (3).

Introduction to the discipline of sport management and its vast array of career opportunities. Successful management is required in all segments of the sport industry whether professional or amateur, private or public, school-related or club, community or national, and at all levels of competition.

SMGT 210. Practicum in Sport Management (3).

Integrates coursework with planned and supervised professional experiences for a total of at least 160 hours. Prerequisite: SMGT 112.

SMGT 300. Technology in Sport Management (3).

Students gain a greater appreciation for the 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, the ethical issues sport managers face in using computers to conduct research and work with various social media platforms in sport settings.

SMGT 330. Applied Leadership Experience in Sport and Entertainment (3).

Experiential learning with focus on applying leadership principles and activities in sport, recreation, physical activity and entertainment industries. *Course includes diversity content.* Repeatable for credit.

SMGT 426. Sport Public Relations (3).

Focuses on the application of public relations principles in a sport-related setting. Significant attention to media relations with specific topics including media guides and publications, handling statistics and crisis management. Prerequisite: SMGT 112.

SMGT 428. Sport Finance (3).

Introduces the sport management student to financial challenges, financial statements, financial planning and related issues within sport organizations. Prerequisite: SMGT 112.

SMGT 444. Human Resource Management in Sport (3).

Introduction to the administration of sport in public schools, institutions of higher education, community recreation, and commercial and professional sport organizations. Students learn about the various components of sport administration, and how to apply managerial decision making and leadership theories in an environment of complexity and diversity. Pre- or corequisite: SMGT 112.

SMGT 446. Preinternship Seminar (1).

Provides focused preparation for students regarding internship activities, policies, procedures and experiences. The internship experience is the cumulative learning experience within sport management. Assists students in understanding how to successfully complete and maximize their internship experience. Prerequisites: SMGT 112 and admission to College of Applied Studies.

SMGT 447A. Internship Sport Management (3-12).

Culminating activity for students in sport management. Students spend the equivalent of full-time employment in an appropriate agency for a total of at least 640 hours. Prerequisites: SMGT 446, 90 hours of accumulated course credit, 2.000 GPA overall, advisor's consent.

SMGT 447B. Internship in Sport Management (3-12).

Second internship experience for students in sport management; takes place in a different setting than SMGT 447A. Students spend the equivalent of full-time employment in the appropriate agency for a total of at least 640 hours. Prerequisites: SMGT 447A, 2.000 GPA overall

and for major, senior standing in College of Applied Studies, advisor's consent.

SMGT 450. Special Studies in Sport Management (3).

Umbrella course created to explore a variety of subtopics in sport management differentiated by letter (e.g., 450A, 450B, etc.) Students should enroll in the lettered courses with specific topics in the titles rather in this root course.

SMGT 450A. Overview of Esports (3).

This course is an in depth analysis of the history of Esports. Students will gain perspective from current developers, managers, media, and the athletes themselves. Also, understand the cultural and economical impact of an Esports franchise along with developing an Esports-centric promotional campaign themselves."

SMGT 461. Legal Aspects of Sport and Physical Activity I (3).

Provides students with the knowledge, understanding and application of how the following legal issues influence the sport industry. Specific content addressed includes: the legal system, statutory law, risk management, tort law (negligence and intentional torts), contracts and employment-related issues within the sport industry. A primary objective is to enhance the decision-making and problem-solving ability of each individual student as it pertains to legal issues in sport and physical activity. Prerequisite: SMGT 112.

SMGT 465. Psychology of Sport and Physical Activity (3).

Explores the observations, descriptions and explanations of various psychological and physiological factors that influence diverse aspects of sport and physical activity.

SMGT 466. Marketing Sport and Physical Activity (3).

Introduces concepts and tools used to market sport and physical activity. Emphasizes marketing strategies that are applicable to the sport administrator, teacher/coach and exercise professional. Prerequisite: SMGT 112.

SMGT 475. Sport and Physical Activity in American Culture (3).

A basic understanding of the developments, trends and social processes that explain the widely popular sporting experiences in society today.

SMGT 481. Cooperative Education (1-8).

Allows students to participate in the cooperative education program. Prerequisites: 2.000 GPA and admission to College of Applied Studies.

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.