

# 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(s): SMGT 112.

## **SMGT 211. Sports Officiating (3).**

Students learn the fundamentals of sports officiating at multiple levels, including supervision and management of officials for sport and recreation administrators, rules and mechanics of sports officiating, general qualifications to be a sports official, philosophy of officiating, teaching and evaluation methods for officials, and application of principles through officiating intramural sports. Repeatable for credit.

## **SMGT 220. Ready! Set! Lead! (3).**

Introduces core skills needed to be a successful leader. Students explore aspects of critical thinking, financial literacy, problem solving, professionalism and leadership through application of training, engagement and real-world experiences. Prerequisite(s): high school senior in GEAR UP.

## **SMGT 300. Information and Communication Technology in Sport (3).**

Students develop a fundamental understanding of communication technologies within sport organizational settings. Based on industry best-practices, students learn how to strategically deploy, manage and leverage information and communication technologies for organizational and industry use.

## **SMGT 311. Organization and Administration in Youth Sport (3).**

Students examine fundamental principles, organizational structures and the historical evolution of youth sports. Course focuses on key elements such as motivation, adaptations and the role of coaches and parents. Students gain an understanding of how youth sports differ from adult sports and develop strategies to foster a supportive environment for young athletes.

## **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(s): SMGT 112.

## **SMGT 428. Revenue Management in Sport (3).**

Introduces the sport management student to financial challenges, financial statements, financial planning and related issues in the revenue management of the sport organizations. Prerequisite(s): 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. *Course includes diversity content.* Pre- or corequisite(s): 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. A grade of B- or higher must be attained to be able to enroll in SMGT 447. Prerequisite(s): SMGT 112, admission to College of Applied Studies, and sophomore or junior standing.

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

Culminating activity for students in sport management. Students complete 450 hours in the field with an appropriate organization in addition to other course requirements totaling 540 applied learning hours. Prerequisite(s): SMGT 446 with a grade of B- or higher, 2.000 GPA overall, advisor's consent.

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

An umbrella course created to explore a variety of subtopics differentiated by letter (e.g., 450A, 450B). Not all subtopics are offered each semester – see the course schedule for availability. Students enroll in the lettered courses with specific topics in the titles rather than 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 450B. Esports and Shoutcasting (3).**

Students learn the basics of broadcasting esports competitions and productions, such as play-by-play, how to provide in-depth analyses, pre-production research, transitions and overall storytelling. Students learn real-time techniques and participate in applied learning opportunities within the course by collaborating with industry partners.

## **SMGT 450C. Esports Management (3).**

Provides students with a holistic understanding of the business and management of esports. Students learn foundational concepts, such as identifying varying contexts, cultures and social issues impacting esports. Additionally, students learn the importance of industry-specific stakeholders, including title publishers, event organizers, leagues and sponsors, and take an in-depth look at the unique opportunities and challenges of esports marketing, promotions, communications, financial impacts and legal concepts. Students engage with industry partners and have the opportunity to expand and grow their esports industry networks.

## **SMGT 450D. Seminar in Personal Branding (3).**

Provides students important concepts and strategies for understanding, managing and/or monetizing their personal brand.

## **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(s): 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. Sport Marketing and Promotion (3).**

Introduces the various techniques and strategies to fulfill the wants and needs of stakeholders in the sport industry. Emphasizes marketing theories, strategies and research that are applicable to the sport marketing mix of product, price, place and promotion for the sport administrators. Prerequisite(s): SMGT 112.

**SMGT 466H. Sport Marketing and Promotion Honors (3).**

Introduces the various techniques and strategies to fulfill the wants and needs of stakeholders in the sport industry. Emphasizes marketing theories, strategies and research that are applicable to the sport marketing mix of product, price, place and promotion for the sport administrators. Prerequisite(s): SMGT 112.

**SMGT 475. Diversity in Sport Management (3).**

Basic understanding of how to critically examine not only the institution of sport here in American culture, but also how to better understand issues of social justice in sport, such as discrimination based on gender, gender identification, social economic status, race, ethnicity, and how to integrate persons with disabilities into local, regional, national and international sporting communities.

**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(s): 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(s): 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. Prerequisite(s): 2.000 GPA, junior, senior or graduate standing.

**SMGT 545. Sport Governance and 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 585. Critical Sport Studies (3).**

Provides students an opportunity to study the social, historical, cultural and economic contexts of sport, recreation and physical activity. Students engage with a variety of disciplines, concepts and ideas in order to critically examine the purpose, impact and evolution of sport, including identities and how sport can support or impact sociocultural change. *Course includes diversity content.*

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

Arranged individual independent study in specialized content areas under the supervision of a faculty member. Repeatable for credit. Prerequisite(s): departmental consent.

**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).**

Focuses on an understanding of marketing concepts and theories as they apply to the sport industry. Addresses the basics of marketing, segmentation, promotion and strategic planning of marketing activities.

**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 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 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 750P. Maximizing Mentoring Success (1).**

Designed to enhance participants' effectiveness in individual and group mentoring. Designed as a four-part series, each session introduces new content on relationship management, communication and cross-generational awareness to support participants' development as mentors. *Course includes diversity content.*

**SMGT 750Q. Sports, Stories and Films (3).**

The purpose of this class is to provide students not only the tools necessary to understand storytelling for their career and/or sport organization, but also to illustrate how sport films can be educational, motivational and awareness-raising resources. Students learn the basic facets of narrative-building and how to deconstruct, critique and deploy sport-based storytelling techniques to better connect with a variety of internal and external stakeholders.

**SMGT 750R. Leadership and Coaching: Relationship Management (1).**

Provides current or aspiring sports coaches with the leadership tools necessary to manage interpersonal, group, parental or educational relationships involving student-athletes, coaching colleagues and other sport stakeholders.

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

Academic program that expands a student's learning experiences through paid employment in a supervised educational work setting related to the student's major field of study or career focus. Repeatable

for credit. A maximum of 3 credit hours (for nonthesis option) or 6 credit hours (for thesis option) may count toward the graduate degree.

**SMGT 799. Mentoring and Networking in Your Profession (3).**

Gives students the necessary theoretical and technological tools for impactful networking while also providing them a class-long mentor who is a successful industry professional. For graduate credit only.

Prerequisite(s): admission to the MEd in sport management program.