Sport Management (SMGT)

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

SMGT 112. Introduction to Sport Management  3 credit hours
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 credit hours
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 credit hours
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 426. Sport Public Relations  3 credit hours
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 credit hours
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 in Management in Sport  3 credit hours
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. Prerequisite: SMGT 112 (or concurrent enrollment).

SMGT 446. Preinternship Seminar  1 credit hour
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 Education.

SMGT 447A. Internship Sport Management  3-12 credit hours
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 credit hours
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 Education, advisor's consent.

SMGT 461. Legal Aspects of Sport and Physical Activity I  3 credit hours
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 credit hours
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 credit hours
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 credit hours
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 credit hours
Allows students to participate in the cooperative education program. Graded Cr/NCr. Prerequisites: 2.000 GPA and admission to College of Education.

SMGT 511. Selling in the Sport Industry  3 credit hours
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 credit hours
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 credit hours
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 credit hours
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 credit hours
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 547B. Internship in Sport Administration  6-12 credit hours
Second internship experience for students in sport administration; takes place in a different setting than KSS 547A. Students spend the equivalent of full-time employment in the appropriate agency for a total of at least 640 hours. Prerequisites: KSS 547A, 2.500 GPA overall and for major, senior standing in College of Education, advisor's approval.

SMGT 552. Study Abroad in Global Sport Industry  3 credit hours
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. Prerequisites: 2.000 GPA, sophomore, junior, senior or graduate standing.

SMGT 590. Independent Study  1-3 credit hours
Prerequisite: departmental consent.

SMGT 711. Structuring and Scheduling Sports Tournaments  3 credit hours
The structural design, scheduling processes, and mathematics of sport tournaments, elimination, placement and round robin formats.

SMGT 777. Legal Issues in the Profession II  3 credit hours
Provides students with the knowledge, understanding and application of how the following legal issues influence the sport industry. Specific content includes: agency law, collective bargaining, labor and antitrust law, criminal law, intellectual property rights, product liability and sport governance. In addition to the above content knowledge and application, case studies and class discussions focus on the enhancement of problem-solving skills and prudent managerial decision making.

SMGT 781. Cooperative Education Field Study  1-3 credit hours
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. May be repeated for credit. A maximum of 3 hours (for nonthesis option) or 6 hours (for thesis option) may count toward the graduate degree. Graded Cr/NCr.