

SPORT MANAGEMENT (SM)

SM213 Principles of Sport Management (3.0 Credits)

An analysis of effective management strategies and the body of knowledge associated with pursuing a career in sports management. Emphasis on fundamental sports management principles, key skills, and current issues. Discover sports management career opportunities and sports principles such as leadership style, communication, and motivation.

Prerequisite(s): BU213.

SM241 Sport Marketing (3.0 Credits)

Learn to apply principles of promotion and marketing to college/high school athletics, professional sports, corporate fitness clubs, and resorts. Includes strategic marketing, sports consumers and research in sports marketing, electronic media, and legal aspects.

Prerequisite(s): BU241.

SM311 LegalAspectsinSport (3.0 Credits)

A survey of the legal issues associated with what is commonly referred to as sports law. Examine laws affecting a range of sports-related activities, including contract law; standard form contracts; restraint of trade; competition law; and internal regulation, including discipline, natural justice and rights of athletes, civil and criminal liability arising from participation in and management of sport; the internationalization of sports law; and dispute resolution.

SM375 Sport in Society (3.0 Credits)

The course will help students understand the connection between sports and society. Particular attention will be placed upon the value to which sports now occupies in culture and business. Students will be asked to analyze gender, economic, political and other issues as they relate to sports, considering both participants and spectators. Additionally, students will be asked to contemplate various professional roles that accompany the world of sports.

SM416 Research in Sport (3.0 Credits)

This course is designed to introduce students at the undergraduate level to basic concepts and principles of research design and methods as they apply to sport management and behavioral research in general. There are no mandated prerequisites, but students are strongly advised to consider taking this course after taking at least two writing intensive courses.

SM417 Special Events Management (3.0 Credits)

An introduction to the multi-faceted skill of event management. Students will learn how to develop a concept based on event goals, determine feasibility, budget, and risks to be managed, and create a plan for operations, logistics, staffing, and security. Finally, they will learn how to develop a strategy for promoting the event through a variety of techniques.