

P.E. (SPORTS MANAGEMENT) (SPM)

SPM 3004 - Principles of Sports Mgt (3 Credits)

The role of sport management in contemporary sporting environments. Focus will be on providing an introduction to sports industry; growth trends in the industry; and careers in the industry, including an overview of management in the professional sports franchise; intercollegiate athletics, sports marketing and promotions; sports law; facilities management; the health club and resort industry; sports tourism; and other current trends in sport management. (Junior standing required)

Prerequisite(s): MAN 3025

Attribute(s): COBC - College of Bus. Course, COBE - College of Bus. Elect., MANE - Management Elective

SPM 3024 - Contemporary Issues Sport (3 Credits)

Examines the nature of various sports and their role in American society from contemporary perspectives. The relationship between sports and such issues as gender, race, class, ethnicity, and Title IX will be explored as to how they affect the sport product and the sport enterprise. Current issues will be discussed and analyzed as to how they influence and are influenced by the social and cultural context in which they are managed and played.

Prerequisite(s): SPM 3004

Attribute(s): COBC - College of Bus. Course, COBE - College of Bus. Elect., MANE - Management Elective

SPM 4104 - Sport Facility & Event Mgt. (3 Credits)

An understanding of the role of the sport facility in society is stressed. Topics include building a facility, feasibility studies, financing a facility, furnishing of a facility, types of facilities, producing events, day-to-day operations, concessions, maintenance, franchise interaction, and the career paths to become a successful facility manager. Special event programming topics covered include protocols in planning sports events, risk management assessment, celebrity contracts, media marketing, sponsorship, merchandising, advertisement, hospitality, and assessment of event success.

Prerequisite(s): PET 3460 or SPM 3004

Attribute(s): COBC - College of Bus. Course, COBE - College of Bus. Elect., MANE - Management Elective

SPM 4304 - Sports Promotion (3 Credits)

An introduction to the marketing of sport as a product and the promotion of sport activities. Topics include the definition of the market, consumer analysis, market segmentation, product licensing, product positioning, pricing, promotion, marketing communication, and distribution, as they apply to sports. Corporate sponsorship, fundraising, sales and public relations are also covered.

Prerequisite(s): PET 3460 or SPM 3004

Attribute(s): COBC - College of Bus. Course, COBE - College of Bus. Elect., MANE - Management Elective