

SPORT MANAGEMENT (SMGT)

SMGT 11000 Introduction to Sport Management (NLA)

Overview of the sport industry, including managerial, legal, social and economic forces that shape organizational decision-making. Theories, trends and best practices in the management of sport organizations are analyzed, with emphasis placed on how the managerial process is related to sport organizations and their products. (F-S,Y)

3 Credits

SMGT 21000 International Sport (LA)

This course provides an analysis of sport in an international context and uses sport as a way to examine the impact of colonization and the influence of western culture on the global community. The economics, history, and culture of each region are explored to understand the different ways that sport impacts individuals and societies around the globe. Students will be introduced to problems/issues faced by international sport managers by analyzing and discussing international sport case studies. Prerequisites: Sophomore standing. (IRR,U,W)

Attributes: DV, LAGC, SO, TIDE

3 Credits

SMGT 21500 College Sport (LA)

An exploration for the historical development, various challenges, and current debates surrounding the often-conflicted relationship between athletic departments and the university community. Special emphasis is given to social and culture impact of college sport on athletes, students, fans, families, communities and society. Prerequisites: Sophomore standing. (IRR)

3 Credits

SMGT 22000 Current Issues in Professional Sport (LA)

Exploration of the various elements of the professional sports industry. Students will examine aspects that span the entire industry, as well as study the development and current challenges of the most significant and relevant leagues. Special emphasis is given to social and culture impact of professional sport on athletes, fans, families, communities and society. Prerequisites: Sophomore Standing. (IRR)

Attributes: SO, TPJ, TWOS

3 Credits

SMGT 26500 Policy and Governance in Sport Organization (NLA)

Analysis of governance structures and operational activities of professional team-sport leagues, intercollegiate athletics, the Olympic movement, and international sports association. An examination of policy development in various areas of the sport enterprise. Case studies of current sport issues and problems are utilized. Prerequisites: SMGT 11000. (F-S, Y)

3 Credits

SMGT 29200-29202 Selected Topics in Sport Management (NLA)

A series of short courses in specialized areas of sport management. Visiting lecturers and faculty of the school participate in areas of their expertise. Analyses of actual case studies focusing on sport management problems and issues confronted by sport managers helps students in further developing their critical thinking and problem-solving skills. Students conduct independent research in which they analyze a particular management problem/issue (case study), and develop and write strategies to effectively address the management problem/issue. May be repeated for different topics. Prerequisites: SMGT 11000 (IRR)

3 Credits

SMGT 30300 Sport Law I (NLA)

In-depth analysis of the legal issues facing the management of the sports industry, including how law is applied to amateur and professional sports organizations. Topics covered include intentional torts and negligence; gender equity and other forms of discrimination, risk management, and selected current legal issues impacting sport organizations. Emphasis is on management perspectives. Prerequisites: SMGT 11000; GBUS 20300; junior standing. (F-S)

3 Credits

SMGT 31000 Labor Relations in Sport (NLA)

Examination of the development, history, and legal aspects of the labor movement in sport. Discussion of collective bargaining process in sport and the impact that court cases, antitrust law, and arbitration decisions have had on professional sports. Analysis of resolutions to specific labor problems through simulated negotiations. Prerequisites: SMGT 11000 or SMGT 20700; junior standing. (F or S,Y)

3 Credits

SMGT 32600 Sport Marketing and Sales (LA)

Examination of the concepts and principles of promotion as applied to the unique aspects of sport. Analysis of the relationship between sport promotions and public relations strategies that are employed by the sport manager. Students develop promotional strategies and activities that can be applied in real-life sport organizations to enhance the relations efforts of the organization. Prerequisites: SMGT 11000; MKTG 31200; WRTG 10600, ICSM 10800, ICSM 11800, or equivalent. (FS)

Attributes: WI

3 Credits

SMGT 33500 Sport Event and Facility Management (NLA)

Develops a student's understanding of the competencies necessary to plan, manage and operate sport, recreation, fitness, and public assembly facilities. Specific topics covered: scheduling; security and supervision; safety and risk management; purchasing and maintenance; marketing and sales; funding of new facilities; sustainability; economic feasibility and revenue sources related to sport facilities. In addition, the conceptual and technical aspects related to the development, operation, and marketing of sport-related events will be addressed in depth to include planning and implementing actual events. Prerequisites: SMGT 11000. (FS)

3 Credits

SMGT 36500 Sport Economics (LA)

Application of economic theory to the markets of professional and amateur sports. This course applies economic principles to analyze a wide range of issues within the realm of professional sports and intercollegiate athletics. Included are the analysis of labor markets and labor relations, public finance of sports facilities, and the organization of sports institutions. Prerequisites: SMGT 11000; ECON 12100; ECON 12200; junior standing. (FY)

3 Credits

SMGT 38500 Advanced Sport Marketing (NLA)

This class provides an intensive analysis of consumer habits and trends, linked with strategies for sport organizations to deliver products and experiences in the marketplace. Students build on previous knowledge of marketing to apply sales techniques to maximize revenue generation. Prerequisites: SMGT 11000; SMGT 32600; junior standing. (IRR)

3 Credits

SMGT 39000 Digital Marketing in Sport (NLA)

This course is designed to develop a student's understanding of how to manage a cross-section of digital channels to market in the sport industry. This course will include the following topics: the utilization of the websites, eCommerce, social, and mobile platforms in sport marketing; the importance of data analysis in digital marketing; the development of a sport organization's multi-dimensional digital presence; interactivity of the branded experience; online customer relations management; and evaluating various digital marketing deliverables. Prerequisites: SMGT 11000; MKTG 31200; SMGT 32600 and junior standing. (IRR)
3 Credits

SMGT 39500 Sponsorship and Promotions in Sport (NLA)

This course focuses on the process of developing, activating, and managing sport sponsorships and related sales promotions. Students will investigate, analyze and apply various strategies to attract and design sponsorship and promotional plans for sport organizations. Evaluation of sponsorship fulfillment, use of e-commerce promotional tools, risk management in promotions delivery, and revenue generation through the sale of sport merchandise, licensing and broadcasting rights will be addressed.
3 Credits

SMGT 39700-39702 Selected Topics in Sport Management (NLA)

Topics of current interest to faculty and students. Experimental courses are offered under this number and title. May be repeated for credit for different selected topics. Prerequisites: Junior standing, and as appropriate to topics. (IRR)
1-3 Credits

SMGT 41000 Contemporary Issues in Sport Management (LA)

This is the capstone course for the sport management concentration, which is an analysis of current issues across the sport industry. This course provides an in-depth look at how sports, sport organizations, and leaders in the sport industry serve power centers in society, and contribute/challenge race, class, age, sexuality, disability, and gender logic in US culture. This course integrates aspects of sport economics, marketing, law, sociology, leadership, and ethics to provide context for future leaders of sport organizations. Special emphasis is given to the implications of ethical managerial decision-making. Prerequisites: SMGT 26500. (F-S,Y)
Attributes: CP, DV
3 Credits

SMGT 41500 Strategic Management in Sport (NLA)

Integrates the various disciplines studied in sports management to develop strategic management plans. Examines strategic positions taken by leaders of actual sport organizations. Provides students opportunities to develop managerial decision-making and leadership skills. Prerequisites: SMGT 11000; SMGT 31500; SMGT 32600; senior standing; sport management concentration. (F-S,Y)
Attributes: CP
3 Credits

SMGT 49800 Internship with Academic Enhancement: Sport Management (NLA)

Supervised work experience in amateur or professional sport agencies and community sport organizations. Student assumes a leadership role in various job-related activities and performs administrative tasks in support of such activities under an experienced agency supervisor and faculty sponsor. Prerequisites: Junior standing; completion of appropriate principles course; minimum cumulative GPA of 2.70; Business-Link Professions Workshops 1,2,3; completion of School of Business internship application; and permission of instructor. Pass/Fail only. (F,S,Sum, W)
1-6 Credits