SMGT Sport Management

SMGT 2130 Introduction to Sport Management
3 Credit Hours. 3 Lecture Hours. 0 Lab Hours.
Introduces students to the meaning of sport management in terms of its scope, foundations, issues and future trends. Examines the job responsibilities and competencies required of sport managers in a variety of sports, or sport-related organizations. Also provides the student with an overview of the different facets and career opportunities available in the field of sport management.

SMGT 2230 Social Issues of Sport
3 Credit Hours. 3 Lecture Hours. 0 Lab Hours.
Helps the student understand the social aspect of sport. Specifically, examines such topics as how social phenomena affect sport participation and behavior, and how the dynamic nature and diverse parameters of society affect the sport industry.
Prerequisite(s): A grade of "C" or better in ACCT 2030, CISM 2530, COMM 1110, ECON 2105, SMGT 2130, and STAT 1401.

SMGT 3230 Economics of Sport
3 Credit Hours. 3 Lecture Hours. 0 Lab Hours.
Examines major economic issues in the sport industry and introduces the methodology of economics that can be used to analyze these issues.
Prerequisite(s): A minimum grade of "C" in ACCT 2030, ECON 2105, SMGT 2130, SMGT 2230, STAT 1401 and either CISM 1110, CISM 1120, CISM 1130.

SMGT 3236 Financial Management of Sport
3 Credit Hours. 3 Lecture Hours. 0 Lab Hours.
Examines the fundamental concepts and theories of finance applicable to the field of sport management.
Prerequisite(s): A minimum grade of "C" in ACCT 2030, CISM 2530, COMM 1110, ECON 2105, SMGT 2130, and STAT 1401.

SMGT 3237 International Sport Management
3 Credit Hours. 3 Lecture Hours. 0 Lab Hours.
An in-depth examination of the nature and role of sport in contrasting cultures and the matters of sport governance that cross national boundaries as well as the possibilities of formulating reform measures in sport policy and practice around the world.
Prerequisite(s): A minimum grade of "C" in ACCT 2030, COMM 2332, ECON 2105, SMGT 2130, SMGT 2230, STAT 1401.

SMGT 3238 Management of Sport Organizations
3 Credit Hours. 3 Lecture Hours. 0 Lab Hours.
Introduces the student to the operation of actual sport enterprises.
Prerequisite(s): A minimum grade of "C" in ACCT 2030, CISM 2530, COMM 1110, ECON 2105, SMGT 2130, and STAT 2231.

SMGT 3330 Sport Promotion and Marketing
3 Credit Hours. 3 Lecture Hours. 0 Lab Hours.
Focuses on the application of marketing principles and practices to the sport industry.
Prerequisite(s): A minimum grade of "C" in ACCT 2030, CISM 2530, COMM 1110, ECON 2105, SMGT 2130, and STAT 1401.

SMGT 3530 Principles of Sport Development
3 Credit Hours. 3 Lecture Hours. 0 Lab Hours.
This course examines community development and change through sport programming.
Prerequisite(s): A minimum grade of "C" or better in ACCT 2030, CISM 2530, COMM 1110, ECON 2105, SMGT 2130, and STAT 1401.

SMGT 3531 Brand Management in Sport
3 Credit Hours. 3 Lecture Hours. 3 Lab Hours.
This course addresses critical elements of branding for sport organizations, products, and athletes.
Prerequisite(s): A minimum grade of "C" or better in ACCT 2030, CISM 2530, COMM 1110, ECON 2105, SMGT 2130, and STAT 1401.

SMGT 3532 Leadership and Programming in Sport Development
3 Credit Hours. 3 Lecture Hours. 0 Lab Hours.
This course introduces program planning in sport and techniques, including needs assessment and leadership principles and practices.
Prerequisite(s): A minimum grade of "C" or better in ACCT 2030, CISM 2530, COMM 1110, ECON 2105, SMGT 2130, and STAT 1401.

SMGT 3533 Intercollegiate Athletics Administration
3 Credit Hours. 3 Lecture Hours. 0 Lab Hours.
This course introduces students to governance structures, compliance issues, and organizational challenges inherent to intercollegiate athletics in the United States.
Prerequisite(s): A minimum grade of "C" or better in ACCT 2030, CISM 2530, COMM 1110, ECON 2105, SMGT 2130, and STAT 1401.

SMGT 3735 Sport Management Practicum
3 Credit Hours. 0 Lecture Hours. 0 Lab Hours.
The student is involved with an organization in a part-time capacity (80 hours during semester) where he/she has the opportunity to work in either a sport industry setting, or one which is commensurate with typical, entry-level sport industry functions and roles. In addition, students will participate in regular seminars focused on professional development. Practicum experiences must be approved by the Undergraduate Internship Director. To enroll, students must have successfully completed program admission requirements, successfully completed SMGT 2130 and SMGT 2230 with a C or better, and have a 2.25 overall GPA.
Prerequisite(s): A minimum grade of "C" in ACCT 2030, CISM 2530, COMM 1110, ECON 2105, SMGT 2130, and STAT 1401.

SMGT 4090 Selected Topics in Sport Management
1-3 Credit Hours. 1-3 Lecture Hours. 0 Lab Hours.
Provides a student with in-depth of selected topics in Sport Management.
Prerequisite(s): Permission of instructor.

SMGT 4330 Facility and Event Management
3 Credit Hours. 3 Lecture Hours. 0 Lab Hours.
Addresses the principles and procedures involved in sports facility and event management. Special emphasis will be given to sports event planning, production, and evaluation.
Prerequisite(s): A minimum grade of "C" in ACCT 2030, CISM 2530, COMM 1110, ECON 2105, SMGT 2130, and STAT 1401.

SMGT 4336 Sport Business Operations
3 Credit Hours. 3 Lecture Hours. 0 Lab Hours.
Teaches the student to use modern computerized programs used in the operations of the sport industry and the policies and procedures that govern their use.
Prerequisite(s): A minimum grade of "C" in ACCT 2030, ECON 2105, SMGT 2130, SMGT 2230, STAT 1401 and either CISM 1110, CISM 1120, CISM 1130.

SMGT 4337 Legal Aspects of Sport
3 Credit Hours. 3 Lecture Hours. 0 Lab Hours.
Helps the student understand the legal aspects of negligence, intentional torts, the essentials of contracts, and elements of constitutional law as they apply to the sport industry. Helps the student understand risk management in the sport industry.
Prerequisite(s): A minimum grade of "C" in ACCT 2030, CISM 2530, COMM 1110, ECON 2105, SMGT 2130 and STAT 1401.
SMGT 4338  Sport Policy Development  
3 Credit Hours.  3 Lecture Hours.  0 Lab Hours.  
Helps the student understand the modern administrative issues in the  
administration of sport related businesses. The course will focus on many  
of the most demanding legal concerns of running sport businesses.  
Prerequisite(s): A minimum grade of "C" in ACCT 2030, CISM 2530,  
COMM 1110, ECON 2105, SMGT 2130, and STAT 1401.  

SMGT 4531  Data Driven Sales in Sport Organizations  
3 Credit Hours.  3 Lecture Hours.  0 Lab Hours.  
The course introduces data collection and statistical analysis techniques  
used by sport organizations to drive sponsorship and ticket sales.  
Prerequisite(s): A minimum grade of "C" or better in ACCT 2030, CISM  
2530, COMM 1110, ECON 2105, SMGT 2130, and STAT 1401.  

SMGT 4532  Assessment and Evaluation in Sport Development  
3 Credit Hours.  3 Lecture Hours.  0 Lab Hours.  
This course introduces applied sport research with emphasis on program  
evaluation, research design, and data collection and analysis.  
Prerequisite(s): A minimum grade of "C" or better in ACCT 2030, CISM  
2530, COMM 1110, ECON 2105, SMGT 2130, SMGT 3532 and  
STAT 1401.  

SMGT 4533  Sport Ticket and Sponsorship Sales  
3 Credit Hours.  3 Lecture Hours.  0 Lab Hours.  
This course explores sales techniques common within the sport industry  
and provides opportunities for knowledge application to experiential  
learning opportunities.  
Prerequisite(s): A minimum grade of "C" or better in ACCT 2030, CISM  
2530, COMM 1110, ECON 2105, SMGT 2130, and STAT 1401.  

SMGT 4630  Baseball and American Culture  
3 Credit Hours.  3 Lecture Hours.  0 Lab Hours.  
This course is designed to provide students with an overview of the history  
of baseball in America, and relate the historical events and phenomena  
ton American culture. Course work will relate class topics to historical and  
contemporary social, cultural, economic, and political issues. Course content will consist of lectures, readings, class discussion, video and other 
presentations.  

SMGT 4735  Sport Management Internship  
12 Credit Hours.  0 Lecture Hours.  0 Lab Hours.  
The student is involved with an organization in a full-time (40 hours per  
week) capacity where he/she has the opportunity to work in either a  
sport industry setting, or one which is commensurate with typical, entry- 
level sport industry functions and roles. The internship opportunity must  
be approved by the Undergraduate Internship Director, and allows the  
Senior student to apply the Sport Management curriculum in a work  
environment. Students must have a 2.25 Overall GPA to enroll and must  
have successfully completed all courses (exceptions made ONLY if  
student lacks ONE course and ONLY with approval of student's advisor)  
on the program of study for the B.S. in Sport Management. Students who  
do not meet the 2.25 requirement may complete twelve hours of GUIDED  
electives with the approval of their advisor.  

SMGT 4899  Directed Individual Study  
1-6 Credit Hours.  0 Lecture Hours.  0 Lab Hours.  
Provides the student with the opportunity to investigate an area of interest  
der the direction of a faculty mentor.  
Prerequisite(s): Permission of instructor.  

SMGT 6030  Selected Topics in Sport Management  
3 Credit Hours.  3 Lecture Hours.  0 Lab Hours.  
Provides students with the opportunity to study contemporary topics and  
issues relevant to the sport management profession.  
Cross Listing(s): SMGT 6030S.  

SMGT 6131  Management of Personnel in Sport  
3 Credit Hours.  3 Lecture Hours.  0 Lab Hours.  
This course is a study of people at work and the accompanying attitudes,  
behaviors, and skills that employees exhibit during the work process. The  
goal of the course is first for students to understand and recognize specific  
workplace behaviors/attitudes and second, for students to learn various  
approaches to managing these behaviors/attitudes. Additionally, special  
attention is given to the management of volunteers in the sport industry.  

SMGT 6132  Current Trends in Sport Administration  
3 Credit Hours.  3 Lecture Hours.  0 Lab Hours.  
This course provides insight into the past, current, and future trends in the  
field of sport administration. Emphasis will be placed on comprehension,  
assessment and problem resolution. Administrative theory and function,  
as well as cultural, social, legal and economic factors; and professional  
practices and applications within the field of sport administration are  
analyzed and applied to current issues and trends in the industry.  

SMGT 6133  Consumer Behavior in Sport  
3 Credit Hours.  3 Lecture Hours.  0 Lab Hours.  
Sport spectating is an extremely popular activity in the United States and  
little is known about the theoretical nuances that determine spectator  
behavior in sport. This course is intended to provide students with  
comprehensive coverage of sport spectator consumer behavior. Various  
models and paradigms relevant to sport spectator consumption behavior  
will be examined.  

SMGT 6134  Sport Sponsorship  
3 Credit Hours.  3 Lecture Hours.  0 Lab Hours.  
This course contains a detailed consideration of the relationship between  
sports and corporate sponsorship programs. The course focuses on  
alignment marketing issues, strategic communication through sponsorship  
programs, sponsor value, and sponsorship evaluation.  

SMGT 6135  Revenue Generation in Sport  
3 Credit Hours.  3 Lecture Hours.  0 Lab Hours.  
This course exposes students to a broad range of topics related to  
Revenue Generation in the Sport Industry mostly centered around ticket  
sales and fundraising. Students will learn various approaches to ticket  
sales strategies in professional sports, the process of a sales call, specific  
types of inventory in professional and collegiate sport, and strategies for  
successful fundraising in collegiate athletics.  

SMGT 6330  Social and Ethical Issues of Sport and Leisure  
3 Credit Hours.  3 Lecture Hours.  0 Lab Hours.  
Introduces the student to a variety of sociological principles and  
implications that relate to human organization and human interaction  
within the realm of leisure and sport. Leisure and sport are pervasive  
influences in American culture and in much of the developed world. It is  
important to understand the evolution of the leisure ethic in our society,  
how sport has become so important and how an individual is socialized  
through the forum of sport. The class will investigate the interrelationships  
between society, sport, popular culture and the value systems attributed to  
the involvement in these areas.  

SMGT 6335  Sport Administration  
3 Credit Hours.  3 Lecture Hours.  0 Lab Hours.  
Designed to develop a futuristic understanding of the management of  
sport related businesses. The exponential change in the world of sport  
requires an understanding of successful past and present practices and  
the foreseeability of change. Emphasis in this class will be on strategic  
planning for change, NCAA change in organization and mandates,  
the current and future legal environment in sport including changes in  
"standards of care", and the managerial implications for keeping up with  
the changing nature of sport participants and the associated coaching  
changes needed to be effective.
SMGT 6337  Sport Facility and Event Management
3 Credit Hours  3 Lecture Hours  0 Lab Hours.
Helps the student understand contemporary sport facilities and event management. Important aspects of the class include event risk management, event planning and operations, facilities management, facility planning and development, and negotiating with promoters, independent contractors and those involved in privatization.

SMGT 7330  Research and Analysis in Sport
3 Credit Hours  3 Lecture Hours  0 Lab Hours.
This course offers an operational understanding of research, evaluation methods, and statistical applications in the sport industry. Students taking this course should be able to design and conduct research in sport organizations that generates trustworthy data and adequately addresses a business question.

SMGT 7335  Sport Law and Risk Management
3 Credit Hours  3 Lecture Hours  0 Lab Hours.
Provides an advanced understanding of legal proceedings, legal research, negligence, and risk management. Through actual experiences of advanced legal research, moot courts, and the development of a risk management plan for an actual sport business students will develop a deeper understanding of the current status of negligence as it applies to the sport industry and the development of a risk plan to reduce operational risks.

SMGT 7337  Sport Marketing
3 Credit Hours  3 Lecture Hours  0 Lab Hours.
Examines the unique nature of marketing sport both as a participatory and spectator event. Emphasis is upon understanding the synergy of marketing, sport and society. Consideration is given to marketing collegiate and professional sport.

SMGT 7339  Financial and Strategic Management in Sport
3 Credit Hours  3 Lecture Hours  0 Lab Hours.
Traditional and innovative revenue acquisition methods available to sport organizations will be examined. Particularly, the thorough financial analysis of two sport organizations competing in the same segment of the sport industry. The second half of the course focuses on macro management strategies. Content includes low-cost provider, differentiation and niche strategies and the analysis of Porter's 5 Forces Model of sustaining competitive advantage.

SMGT 7790  Sport Management Internship
9 Credit Hours  0 Lecture Hours  0 Lab Hours.
Allows the student to apply the knowledge and skills acquired in class and to receive practical experience in selected sport industry settings.

SMGT 7830  Directed Individual Study
3 Credit Hours  0 Lecture Hours  0 Lab Hours.
Provides an opportunity to pursue an independent sport management research project or to work with a faculty member as part of a research team.

SMGT 7899  Directed Independent Study of Sport Management
1-3 Credit Hours  0 Lecture Hours  0 Lab Hours.
An independent or directed study supervised by a member of the graduate faculty of the Sport Management program.

SMGT 7999  Thesis
1-6 Credit Hours  1-6 Lecture Hours  0 Lab Hours.
Opportunity to conduct an independent research project in the preferred field of sport management, requiring the development of a thesis proposal, the execution of appropriate research, the analysis of results, and the development of a written product.