School of Health and Kinesiology

Vision

The School of Health and Kinesiology at Georgia Southern University seeks to become an elite academic unit focusing on the interdisciplinary study of athletic training, coaching, exercise science, nutrition and food science, pedagogy, physical activity/healthful living, and sport psychology. The department promotes undergraduate and graduate education, scholarship, research, and grant procurement and a commitment to professional and public service. To this end, the School of Health and Kinesiology at Georgia Southern University will be characterized by:

1. Student preparation for future excellence through interdependent leadership, innovation, and service.
2. Diverse faculty and staff who are internationally acclaimed, use emerging technology, are innovative with curriculum, produce grants and scholarly manuscripts, are socially responsible, and have a genuine regard for students.
3. Community partnerships to enhance human well being.
4. An environment that promotes academic distinction, high expectations, and intellectual engagement through student centered research and learning initiatives, faculty research collaboration, and technological advancement.
5. A clearly focused and valued purpose for each program:
   • Athletic Training – prepare clinically competent and critical thinking health care professionals to work in the allied health profession of Athletic Training.
   • Coaching – prepare competent athlete-centered coaches who meet the national coaching standards
   • Exercise Science – prepare students to demonstrate an understanding of the application of theoretical knowledge to practical situations or issues in Exercise Science.
   • Nutrition and Food Science – promote the integration of knowledge in nutrition and food science and to develop leadership and critical thinking skills necessary for achievement of excellence in the profession of dietetics.
   • Pedagogy – prepare students to become a health and physical educator in a traditional school setting.
   • Physical Activity/Healthful Living – educate the university community on the importance of understanding the factors that promote health and wellness throughout the lifespan.
   • Sport Psychology – prepare students for professional advancement in the field of sport and exercise psychology by applying theoretical knowledge to practical situations on issues in sport and exercise psychology.

Health and Kinesiology Degrees

- Kinesiology M.S. (http://catalog.georgiasouthern.edu/archive/2016-2017/graduate/health-human-sciences/health-kinesiology/kinesiology-ms)
- Sport Management M.S. (Online) (http://catalog.georgiasouthern.edu/archive/2016-2017/graduate/health-human-sciences/health-kinesiology/sport-management-ms-online)

Health and Kinesiology Certificates


KINS 6130 Research Design in Kinesiology
3 Credit Hours. 3 Lecture Hours. 0 Lab Hours.
Provides the student with the opportunity to develop skill in designing, evaluating and producing research, with a focus on critical thinking and problem solving.
Prerequisite(s): Undergraduate course in research methods or Permission of Instructor.

KINS 6131 Data Analysis in Kinesiology
3 Credit Hours. 3 Lecture Hours. 0 Lab Hours.
Provides the student with an advanced understanding of data analysis in kinesiology. The goal of the course is for the student to obtain advanced knowledge and skills to analyze and understand research data within the field of human movement.
Prerequisite(s): Undergraduate course in statistics and a minimum grade of “C” in KINS 6130 or Permission of Instructor.

KINS 6132 Research Methods
3 Credit Hours. 3 Lecture Hours. 0 Lab Hours.
Introduces the student to fundamental principles underlying research methods in sport coaching. Included will be basic procedures for conducting experimental, descriptive, historical, qualitative research, computer applications, basic measurement concepts, statistical methods, critical thinking and scholarly writing.

KINS 6195S Studies Abroad in Health/Kines
3-9 Credit Hours. 3-9 Lecture Hours. 0 Lab Hours.
This course offers students the opportunity to examine health, nutrition and food science, or kinesiology practices in a foreign country through travel abroad. Classroom instruction will be combined with on-site experiences to provide a realistic learning experience.
Cross Listing(s): HLTH 6195S and NTFS 6195S.

KINS 7099 Selected Topics in Kinesiology
1-3 Credit Hours. 1-3 Lecture Hours. 0 Lab Hours.
Provides the student with an opportunity for in-depth study of selected topics in kinesiology.
Prerequisite(s): Permission of Instructor.

KINS 7110 Multicultural Issues in Physical Education
1 Credit Hour. 1 Lecture Hour. 0 Lab Hours.
This course focuses on the critical analysis of multicultural issues and other ecological variables in physical activity settings including equity, accessibility, social responsibility, and cultural influences.

KINS 7230 Advanced Exercise Physiology
3 Credit Hours. 3 Lecture Hours. 0 Lab Hours.
This course focuses on the advanced study of the acute and chronic effects of exercise on the physiological systems of the human body.
Prerequisite(s): Undergraduate course in exercise physiology.

KINS 7231 Laboratory Techniques in Exercise Physiology
3 Credit Hours. 2 Lecture Hours. 3 Lab Hours.
Acquaints the student with the use of typical laboratory equipment used in exercise physiology.
Prerequisite(s): A minimum grade of “C” in KINS 7230 or Permission of instructor.

KINS 7232 Health Appraisal and Fitness Testing
3 Credit Hours. 3 Lecture Hours. 0 Lab Hours.
Examines advanced fitness assessments and exercise prescription. Students will learn assessment techniques for a wide variety of client categories and will be responsible for demonstrating application of measurement skill in a format similar to national certification exams.
Prerequisite(s): A minimum grade of “C” in KINS 7230 or Permission of instructor.
KINS 7233 Fitness Program Administration
3 Credit Hours. 3 Lecture Hours. 0 Lab Hours.
Focuses on the administrative aspects involved in conducting safe and effective fitness programs. Students will learn exercise leadership, patient counseling, emergency procedures, and administrative principles as they apply to clinical exercise settings.

KINS 7234 Clinical Applications of Biomechanics
3 Credit Hours. 3 Lecture Hours. 0 Lab Hours.
Provides the student with the biomechanical knowledge essential to conduct systematic quantitative and qualitative analysis of human movement in clinical settings.
Prerequisite(s): Undergraduate courses in biomechanics, physics, and functional anatomy or permission of instructor.

KINS 7235 Instrumentation and Techniques in Biochemistry
3 Credit Hours. 2 Lecture Hours. 3 Lab Hours.
Provides students with theoretical knowledge and skills for the biomechanical analysis of movement.
Prerequisite(s): A minimum grade of "C" in KINS 7230 or KINS 7232 or permission of instructor.

KINS 7236 Cardiopulmonary Pathophysiology and ECG Interpretation
3 Credit Hours. 3 Lecture Hours. 0 Lab Hours.
Focuses on the pathophysiology, epidemiology and rehabilitation from the effects of cardiovascular and respiratory disease. Students will learn electrocardiograph interpretation and become familiar with exercise prescriptions for persons with cardiovascular and respiratory disease.
Prerequisite(s): A minimum grade of "C" in KINS 7230 or KINS 7232 or permission of instructor.

KINS 7237 Exercise and Special Populations
3 Credit Hours. 3 Lecture Hours. 0 Lab Hours.
Examines the various physiological processes as they are affected by pregnancy, maturation and aging, and how these changes alter a persons response to, and ability to participate in, exercise.
Prerequisite(s): A minimum grade of "C" in KINS 7230 or permission of instructor.

KINS 7238 Human Performance and Nutrition
3 Credit Hours. 3 Lecture Hours. 0 Lab Hours.
Examines the interaction between nutrition and physical activity, including exercise and athletic performance. Topics will include the latest research on nutrients and ergogenic aids.
Prerequisite(s): Undergraduate course in exercise physiology or permission of instructor.

KINS 7239 Clinical Exercise Physiology
3 Credit Hours. 3 Lecture Hours. 0 Lab Hours.
Prepares the student to supervise and direct exercise for the management and rehabilitation of clinical cardiovascular, pulmonary, renal, and metabolic disease.
Prerequisite(s): A minimum grade of "C" in an undergraduate course in exercise physiology or permission of instructor.

KINS 7310 Introduction to Clinical Instruction
1 Credit Hour. 1 Lecture Hour. 0 Lab Hours.
This course introduces the newly certified athletic trainer to the clinical instructor role in an athletic training clinical setting. Content includes: learning and instruction styles, educational competencies, legal and ethical behaviors, instructional skills of mentoring, supervision, administration, evaluation and assessment of the undergraduate athletic training student in the clinical setting.

KINS 7330 Clinical Teaching Skills in Athletic Training
3 Credit Hours. 3 Lecture Hours. 0 Lab Hours.
Exposes the student to knowledge and skills of teaching clinical education programs in athletic training. Students will be exposed to the teaching theories and schema as they relate to clinical education in athletic training.
Prerequisite(s): Permission of instructor.

KINS 7333 Advanced Evaluation Skills in Athletic Training
3 Credit Hours. 3 Lecture Hours. 0 Lab Hours.
Focuses on the advancement of entry level knowledge and skills related to the evaluation of musculoskeletal related injury. Students will be exposed to both theoretical framework and psychomotor aspects of evaluation skills.
Prerequisite(s): Permission of instructor.

KINS 7334 Advanced Rehabilitation Skills in Athletic Training
3 Credit Hours. 3 Lecture Hours. 0 Lab Hours.
Focuses on the advancement of entry level knowledge and skills related to the rehabilitation of musculoskeletal related injury. Students will be exposed to both theoretical framework and psychomotor aspects of rehabilitation skills.
Prerequisite(s): Permission of instructor.

KINS 7335 Medical Aspects in Athletic Training
3 Credit Hours. 3 Lecture Hours. 0 Lab Hours.
This course is designed to enhance the student's knowledge of pathophysiology, clinical presentation, and diagnostic tests of common general medical conditions observed in physically active individuals. Content of the course will cover the following categories/systems: cardiovascular, hematological, pulmonary, ENT, renal, gastrointestinal, hepatology and immunology.

KINS 7336 Current Issues in Athletic Training
3 Credit Hours. 3 Lecture Hours. 0 Lab Hours.
An advanced course that focuses on current issues and/or special topics of interest to athletic training clinicians.
Prerequisite(s): Permission of instructor.

KINS 7337 Macronutrient Metabolism in Sports Nutrition
3 Credit Hours. 3 Lecture Hours. 0 Lab Hours.
This course considers macronutrient metabolism in sports nutrition at an advanced level with respect to the metabolism, function, and requirements of macronutrients for physical activity.
Prerequisite(s): A minimum grade of "C" in KINS 7338.

KINS 7338 Micronutrient Metabolism
3 Credit Hours. 3 Lecture Hours. 0 Lab Hours.
This course considers micronutrient metabolism in sports nutrition at an advanced level with respect to the metabolism, function, and requirements of micronutrients for physical activity.
Prerequisite(s): A minimum grade of "C" in KINS 7337 and acceptance into the Georgia Southern University Dietetic internship.

KINS 7339 Energy Balance for Weight Management
3 Credit Hours. 3 Lecture Hours. 0 Lab Hours.
This course analyzes the importance of energy balance in weight management as well as investigates genetic, metabolic, environmental factors that contribute to overweight and obesity. Physiological and psychological consequences of overweight and obesity as well as the roles of diet, behavior, and exercise in its prevention and treatment will be discussed. Special emphasis will be placed on the application of weight management theory to the development, presentation, and analysis of weight loss and weight maintenance protocols.
Prerequisite(s): A minimum grade of "C" in KINS 7338 and acceptance into the Georgia Southern University Dietetic internship.

KINS 7430 Administrative Issues in Coaching
3 Credit Hours. 3 Lecture Hours. 0 Lab Hours.
Provides the student with the opportunity to study philosophy, principles and procedures in administering an athletic team or program.

KINS 7431 Applied Sport Physiology
3 Credit Hours. 3 Lecture Hours. 0 Lab Hours.
Focuses on the study of exercise physiology principles applied to developing training and conditioning programs for enhancing health-related fitness and performance.
Prerequisite(s): Undergraduate course in exercise physiology or permission of instructor.
KINS 7432 Applied Sport Biomechanics
3 Credit Hours. 3 Lecture Hours. 0 Lab Hours.
Provides the student with an in-depth study of the internal and external forces acting on the human body and the effects produced by these forces.
Prerequisite(s): Undergraduate courses in biomechanics, physics, and functional anatomy or permission of instructor.

KINS 7433 Prevention, Recognition and Care of Athletic Injuries
3 Credit Hours. 3 Lecture Hours. 0 Lab Hours.
Focuses on the study of advanced knowledge in the concepts, practices, and procedures in the prevention, recognition and care of athletic injury and illness.
Prerequisite(s): Undergraduate courses in anatomy, physiology, and exercise physiology or permission of instructor.

KINS 7434 Current Issues in Coaching
3 Credit Hours. 3 Lecture Hours. 0 Lab Hours.
Provides the student with an overview of the skills, techniques and knowledge involved in becoming a coach, focusing on current issues affecting the coaching profession.

KINS 7435 Physical Educ Meas/Eval
3 Credit Hours. 3 Lecture Hours. 0 Lab Hours.

KINS 7436 Phys Activ Prog Sr Adults
3 Credit Hours. 3 Lecture Hours. 0 Lab Hours.

KINS 7437 Analysis of Teaching Physical Education
3 Credit Hours. 3 Lecture Hours. 0 Lab Hours.
Examines practices of effective teaching techniques and their relationship to learning. Provides the student with an understanding of opportunities to practice effective teaching strategies and skills.

KINS 7438 Motor Behavior
3 Credit Hours. 3 Lecture Hours. 0 Lab Hours.
Presents the major theoretical frameworks for acquisition of motor skill. Emphasis is given to the understanding of concepts of motor development, motor control, motor learning and the implications for pedagogy.
Prerequisite(s): Undergraduate course in motor behavior or permission of instructor.

KINS 7439 History/Philosophy of PE
3 Credit Hours. 3 Lecture Hours. 0 Lab Hours.

KINS 7530 Psychology of Sport and Exercise Performance
3 Credit Hours. 3 Lecture Hours. 0 Lab Hours.
Examines the psychological factors that may lead to peak performances in exercise and sport. Students will be introduced to the physical, mental, and emotional variables related to the readiness states of this ideal performance condition. Research and interventions associated with the common qualities of peak performance will be discussed.
Prerequisite(s): Undergraduate course in sport psychology or permission of instructor.

KINS 7531 Team Dynamics
3 Credit Hours. 3 Lecture Hours. 0 Lab Hours.
Provides the student with an understanding of the influence of teams/groups within exercise and sport upon the individual performer, as well as, the influence of individuals upon teams/groups. Based upon the science/practice model, thus theory, research and application within team/group dynamics. The assignments are structured to give students experience with working in teams/groups.
Prerequisite(s): Undergraduate course in sport psychology or permission of instructor.

KINS 7532 Sport and Exercise Psychology Interventions
3 Credit Hours. 3 Lecture Hours. 0 Lab Hours.
Provides an introduction to the application of exercise and sport psychology intervention strategies to enhance performance. Students will participate in various individual-focused performance enhancement training procedures and produce a personalized performance enhancement manual.
Prerequisite(s): A minimum grade of "C" in KINS 7530 or permission of instructor.

KINS 7534 Current Issues in Sport and Exercise Psychology
3 Credit Hours. 3 Lecture Hours. 0 Lab Hours.
This course provides students with an in-depth examination of special areas, current topics, and relevant issues in the field of sport and exercise psychology.

KINS 7535 Fitness and Wellness Education
3 Credit Hours. 3 Lecture Hours. 0 Lab Hours.
The purpose of this course is to provide the teacher with current theories and knowledge regarding fitness and wellness education in P-12 Physical Education. The course will additionally provide the teacher opportunities to design and evaluate fitness and wellness education programs.

KINS 7536 Assessment and Technology in Physical Education
3 Credit Hours. 3 Lecture Hours. 0 Lab Hours.
The purpose of this course is to develop skills and knowledge necessary to effectively assess student learning in P-12 Physical Education. The course will additionally provide an overview of the various types of technology that can be utilized in teaching and assessing physical education. The course includes personal computer use in creating materials to enhance instruction and aid in assessment. Also included are other technologies, such as personal digital assistants (PDA), digital cameras/camcorders, various physical education software and Internet options.

KINS 7537 Evaluation and Rehabilitation of the Lumbar Spine
3 Credit Hours. 3 Lecture Hours. 0 Lab Hours.
The course provides the student an opportunity for advanced study of lumbar pathology, assessment, and rehabilitation. Students will be exposed to both theoretical framework as well as psychomotor aspects of assessment and rehabilitation of the lumbar spine.

KINS 7539 Health and Exercise Psychology
3 Credit Hours. 3 Lecture Hours. 0 Lab Hours.
The purpose of KINS 7539 is to learn exercise behavior change strategies and provide knowledge and skills necessary to improve health and physical activity adherence for both individuals and groups. This course offers an applied inquiry into individual behaviors and lifestyles that affect physical and mental health from a health promotion, exercise science, and psychological perspective.
Prerequisite(s): A minimum grade of "C" in KINS 7530.

KINS 7590 Action Research in Physical Education
1-3 Credit Hours. 1-3 Lecture Hours. 0 Lab Hours.
The purpose of this course is to develop the skills and knowledge necessary to effectively conduct research in P-12 Physical Education to assess effective teaching skills.

KINS 7630 Seminar in Kinesiology
3 Credit Hours. 3 Lecture Hours. 0 Lab Hours.
Provides the student with an in-depth literature review and discussion of contemporary topics in kinesiology.
Prerequisite(s): A minimum grade of "C" in KINS 6130 or KINS 6131.

KINS 7730 Practicum in Coaching
3 Credit Hours. 0 Lecture Hours. 0 Lab Hours.
Provides the student with coaching experiences in planning, teaching skills, conducting practice sessions, organizing game situations and analysis, scouting and structuring off-season programming.
Prerequisite(s): Permission of instructor.
KINS 7731 Clinical Practicum for Teaching Athletic Training Skills 3 Credit Hours. 0 Lecture Hours. 0 Lab Hours.
Provides the student with an opportunity to practice knowledge and skills of teaching clinical skills in athletic training. Students will be placed in clinical environments and will assist in the teaching of clinical athletic training skills.
Prerequisite(s): A minimum grade of "C" in KINS 7330 or Permission of instructor.

KINS 7732 Clinical Practicum for Evaluating Athletic Training Skills 3 Credit Hours. 0 Lecture Hours. 0 Lab Hours.
Allows the student to practice knowledge and skills of evaluating clinical skills in athletic training. Students will be placed in clinical environments and will assist with the supervision and evaluation of the application of athletic training skills.
Prerequisite(s): A minimum grade of "C" in KINS 7333 or KINS 7731 or permission of instructor.

KINS 7733 Practicum in Sport and Exercise Psychology 3 Credit Hours. 0 Lecture Hours. 0 Lab Hours.
This course provides the student with the opportunity to practice knowledge and skills of sport and exercise psychology intervention. Students will be involved in supervised, applied environments that allow them to work with a team or individual.
Prerequisite(s): A minimum grade of "C" in KINS 7531 and KINS 7533 or permission of instructor.

KINS 7799 Internship in Kinesiology 6-9 Credit Hours. 0 Lecture Hours. 0 Lab Hours.
Provides the student with an opportunity to receive practical experiences in a selected movement related setting.
Prerequisite(s): Permission of graduate program director.

KINS 7898 Project in Athletic Training 1-6 Credit Hours. 0 Lecture Hours. 0 Lab Hours.
This course will allow the student to understand the research process and expand the student's knowledge within athletic training. The student will work alongside a faculty member with shared research interests.
Prerequisite(s): A minimum grade of "C" in KINS 6130 and KINS 6131.

KINS 7899 Directed Individual Study 1-3 Credit Hours. 0 Lecture Hours. 0 Lab Hours.
Provides the student with an opportunity to investigate an area of interest under the direction of a faculty mentor.
Prerequisite(s): Permission of instructor.

KINS 7999 Thesis 1-6 Credit Hours. 0 Lecture Hours. 0 Lab Hours.
Provides the student with an opportunity to complete an independent research project. A written and oral defense of the project is required.
Prerequisite(s): Permission of graduate program director.

KINS 8430 Supervision of Instruction in Physical Education 3 Credit Hours. 3 Lecture Hours. 0 Lab Hours.
Assists the professional educator with acquiring the knowledge and skills essential to improving instruction and instructional programs in physical education. Supervision of novice and experienced physical education teachers will be discussed.

KINS 8431 Curriculum Issues and Trends in Physical Education 3 Credit Hours. 3 Lecture Hours. 0 Lab Hours.
Identifies theoretical frameworks of curriculum development in relationship to current issues and trends.

KINS 8432 Advanced Teaching Techniques in Health and Physical Education 3 Credit Hours. 3 Lecture Hours. 0 Lab Hours.
Purpose of this course is to develop and apply skills and knowledge to effectively implement various instructional models in health and physical education.

KINS 8433 Advanced Methods in Secondary Physical Education 3 Credit Hours. 3 Lecture Hours. 0 Lab Hours.
Purpose of this course is to develop skills and knowledge necessary to effectively design, evaluate, and analyze secondary Physical Education. The course will additionally provide an overview of the various types of supervision skills one needs to evaluate secondary Physical Education.

KINS 8434 Advanced Methods in Elementary Physical Education 3 Credit Hours. 3 Lecture Hours. 0 Lab Hours.
Purpose of this course is to develop skills and knowledge necessary to effectively design, evaluate, and analyze elementary Physical Education. The course will additionally provide an overview of the various types of supervision skills one needs to evaluate elementary Physical Education.

RECR 6030 Selected Topics in Recreation and Sport Management 3 Credit Hours. 3 Lecture Hours. 0 Lab Hours.
Provides the student with the opportunity to study contemporary topics and issues relevant to recreation and sport administration.

RECR 6230 Computer Applications in Recreation and Sport Management 3 Credit Hours. 3 Lecture Hours. 0 Lab Hours.
Provides students with the ability and opportunity to apply intermediate and advanced computer skills using contemporary software applications.

RECR 7230 Research Methods and Statistical Applications in Recreation and Sport Management 3 Credit Hours. 3 Lecture Hours. 0 Lab Hours.
An operational understanding of research, evaluation methods, and statistical applications. The goal of this course is to produce intelligent consumers of research based information and to give students the opportunity to prepare for advanced graduate study.

RECR 7235 Issues and Trends in Recreation 3 Credit Hours. 3 Lecture Hours. 0 Lab Hours.
A critical understanding of the current and anticipated problems and trends in the field of recreation with particular emphasis on solutions, established and predicted, to address these problems and trends.

RECR 7236 History and Philosophy of Leisure and Sport 3 Credit Hours. 3 Lecture Hours. 0 Lab Hours.
A critical inquiry into the history and philosophies of leisure and sport to gain an understanding of the concepts surrounding, and operation of, the modern leisure and sport industries.

RECR 7237 Recreation Management 3 Credit Hours. 3 Lecture Hours. 0 Lab Hours.
An overview of recreation management with a focus on organizational behavior, personnel management, public relations, marketing, public finance, and politics and power structures in recreation and leisure service settings.

RECR 7790 Internship 9 Credit Hours. 0 Lecture Hours. 0 Lab Hours.
This 9 hour credit course will provide an opportunity for a full time, 40 hour week, 15 week professional experience. Students will work in a supervised organizational setting within the Parks and Recreation, or related profession.
Prerequisite(s): Completion of all graduate course work.

RECR 7830 Directed Individual Study 3 Credit Hours. 0 Lecture Hours. 0 Lab Hours.
Students have an opportunity to pursue an independent recreation research project or to work with a faculty member as part of a research team.

RECR 7999 Thesis 0-6 Credit Hours. 0 Lecture Hours. 0 Lab Hours.
Opportunity to conduct an independent research project in the preferred field of recreation, requiring the development of a thesis proposal, the execution of appropriate research, the analysis of results, and the development of a written product.
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 6030S 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 6030.

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 generate 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.
Cross Listing(s): SMGT 7830S.
SMGT 7830S 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.

Cross Listing(s): SMGT 7830.

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.