

COURSE DESCRIPTIONS

Course Number	Credits	Course Title	Description
SPRT 7010	3	Research and Data Analysis in Sport Commerce	This course is designed to provide an overview of systematic, structured problem solving for decision making in sport management services. The course offers a basic understanding of research concepts, ethical issues in research, the research process (e.g., creation of research questions, research design, data collection and analysis, dissemination of findings), and research design methods (e.g., quantitative/qualitative research methods).
SPRT 7031	3	Sport Finance	Provides an understanding of the current financial status of the various sectors of the sport industry as well as the strategies frequently implemented by financial managers within the industry.
SPRT 7142	1-3	Seminar in Sport Commerce	May be repeated for a maximum of 3 credits. Grades of S, U, or IP will be given.
SPRT 7152	3	Special Problems in Sport Commerce	Independent study or research, or both, on selected sport commerce problems and issues. PREREQUISITE: Permission of instructor. Grades of A-F, or IP will be given.
SPRT 7165	3	Advanced Perspectives Sport Commerce Global City (Study Abroad)	Provides and understanding of synergies and disjunctures between the US and the UK sport and leisure marketplace; addresses cultural negotiations and promotional strategizing of corporations that attempt to secure a presence within multiple locales and the work of cultural intermediaries. PREREQUISITE: SPRT 7321 or permission of instructor.
SPRT 7175	3	Advanced Management of Sport Organizations in International Perspectives	Provides a critical understanding of how management of sport and leisure organizations is carried out in a European context; students will gain critical knowledge of the global environment in which the US sport industry exists and the specific urban issues that frame the UK marketplace. PREREQUISITE: Permission of instructor.

SPRT 7321	3	Theoretical Foundations	Influence of historical, philosophical, and social elements upon sport and leisure management policies, practices, and programs.
SPRT 7331	3	Sport Promotional Culture	Examination of popular sport practices and representations as both the products and producers of particular social, historical, economic, technological, and political arrangements; contribution to the formation of contextually specific class, race, gender, and nation based identities and experiences.
SPRT 7410	3	Athletic Team Management	Managerial perspective for developing an athletic program. Includes ethics within coaching, developing a philosophy of coaching, developing a youth feeder program within an athletic program, building and supervising a staff, and working with various stakeholders including administrators, athletes, and boosters.
SPRT 7420	3	Sport Marketing	Basic market concepts with applications to sport and leisure organizations, including urban sport and leisure market consumer behavior, strategic market planning, marketing mix component integration, and market information management. PREREQUISITE: MKTG 3010 and 4901 (or equivalents); or MKTG 7060; or permission of instructor.
SPRT 7440	3	Promotions and Information Services	A study of marketing communication principles and practices as they relate to sport and leisure from a theoretical, as well as practical perspective; special emphasis on building and maintaining effective media relations, advertising, sponsorship, licensing, public relations, sales, and after-marketing tactics.
SPRT 7503	3	Strategic Management of Sport Commerce Organizations	Analysis of theoretical and practical issues relevant to management and administration of sport and leisure organizations; application of organizational analysis, managing change and external environments; understanding and managing power and organizational culture of sport commerce.
SPRT 7600	3	Readings in Sport Commerce	Directed readings in the area of sport and leisure; materials related to strengthen areas of study. May be repeated for a maximum of 9 credits. Grades of A-F, or IP will be given.
SPRT 7603	3	Administration of Athletics	This course examines sport within American higher education institutions, providing extensive factual information and relevant examples to prepare students for a career in intercollegiate athletics management. The course is designed to reveal the inner workings of athletic departments as well as the governing associations that impact them. Using examples from institutions of varying sizes and representing the various conferences, associations, and divisions, this course further provides students a comprehensive view of athletic administration procedures.

SPRT 7605	3	Practicum in Sport Commerce	Culminating experience allows students to demonstrate knowledge and skills in an appropriate professional setting based on their training and skills. Should be conducted after all other course work is complete. Grades of S, U, or IP will be given.
SPRT 7650	3	Law for the Sport Manager	This course is designed to provide an overview of the legal system's role in the provision of sport products and services. Specifically, this course will provide an in-depth understanding of the legal system, constitutional law, negligence law, risk management, intentional torts, criminal acts, antitrust law, labor law, contract law, intellectual property law, and gender discrimination legislation/statutes.
SPRT 7651	3	Policy and Governance in Sport	Analysis of sport organizational governance and policy development across a broad spectrum of organizations and settings, from youth sport to professional and international sport settings. Structure, leadership, planning, strategic management, regulatory power, membership, sanctions and appeals, governmental/sport commissions, policy development/implementation, and contemporary issues where policy is crucial for effective management.
SPRT 7653	3	Sport Areas and Facilities Management	Advanced management and operation of leisure and sport areas and facilities, emphasizing comprehensive planning, design, maintenance, and inspection of areas and facilities.
SPRT 7950	1-6	Applied Project in Sport Commerce	Scholarly capstone experience in which students integrate and apply discipline-specific knowledge, skills, and insights in developing a product related to their professional goals as approved by a three-person project committee. PREREQUISITE: Completion of 18 credit hours in the program of study with a minimum graduate GPA of 3.00 and permission of instructor. Grades of S, U, or IP will be given.
SLC 6001	3	Sport Sales and Revenue Production I	Analyzes and produces skills essential to revenue production and sales processes commonly found in the sport business. PREREQUISITE: Permission of instructor.
SLC 6002	3	Sport Sales and Revenue Production II	Focuses on producing skills essential to managing existing customer sales commonly found in sport business. PREREQUISITE: SLC 6001.
SLC 6800	3	Computer Applications in Sport Commerce	Evolution, current application, and future potential of computers for sport commerce. PREREQUISITE: permission of instructor

NOTE: The following courses are listed in the course catalog, but have not been included on the Degree Sheet or Course Descriptions due to infrequent offering: SPRT 7102-11, SPRT 7175, SPRT 7341, SPRT 7351, SPRT 7361, SPRT 7371, SPRT 7741, SPRT 7800, SLC 6102-11, and SLC 6902-11.