

Sports Management

Sports Management Degree

The Bachelor of Science with a major in Sports Management is offered for students interested in a career in physical education, health and wellness, recreation, and sports. The program of study provides students with a background to establish, manage, and evaluate their own recreational, sports, and/or fitness center. Students will receive the knowledge and background for a career in commercial and/or non-profit facilities.

Sports Management Minor - 17 Hours

SPM101 Introduction to Sports Management (2)

SPM303 Sports Marketing and Events (3) (Prerequisite may be waived for non-business and non-sports management majors)

SPM345 Law for Recreation and Sports Managers (3)

SPM368 Sports Management Internship (2)

SPM480 Sports Management Capstone (3)

MG356 Human Resource Management (3) or ET375 Small Business Management (3)

PE214 or PE215 Sport in Society (2) or Psychology of Sport (2)

Sports Management Classes

SPM101 Introduction to Sports Management. 2 hours. An introduction to the sports management profession, including an explanation of the various sports, and possible career opportunities. Fall

SPM201 Sports Management Pre-Internship. 1 hour. This internship preparatory course is for students seeking an internship in sports management. Students will research potential internships sites and develop a plan for finding an internship. Students will develop goals and learning objectives for their internship and will learn skills to make the most of their internship experience. Students will learn about and be responsible for the requirements regarding all appropriate required institutional internship forms, deadlines, fees etc. Spring

SPM301 Sports Management Post-Internship. 2 hours. Examination of the internship expertise, where the student reflects on their personal internship experience and shares the internship experience of fellow learners. Emphasis is placed on the student's assessment of their work performance, and the assessment of the internship employer. Prerequisite: SPM2XX Sports Management Pre Internship, and 80 hours of internship experience.

SPM303 Sports Marketing and Events. 3 hours. This course provides a framework for understanding the management and marketing strategies used within the sports management and marketing industries today. This course is intended to cover three basic components: sports as a medium, sports as a product and the emerging considerations relevant for the application of marketing techniques, tasks and event planning responsibilities that can be applied in amateur, recreational or professional sports, sporting events and entertainment events. Prerequisite: MK330 and sophomore standing. Spring. Cross-listed with MK303.

SPM345 Law for Recreation and Sports Managers. 3 hours. This course is designed to develop student understanding of legal issues in the recreation and sports industry. Topics covered in this course will include tort law, contracts, personal liability, risk management, gender discrimination (Title IX), human resources, and drug testing. Fall.

SPM360 Special Problems. 1-5 hours. Independent study or research on a subject of interest to an individual student. Prerequisite: Instructor's permission.

SPM368 Internship and Field Experience. 2-5 hours.

SPM480 Sports Management Capstone. 3 hours. Capstone course for the Sports Management major: this course addresses the professional governance, standards, behaviors and expectations of the sport manager. Application of contemporary management and leadership concepts, principles, and issues related to the operation of sport organizations. Includes theories of organization and leadership. Prerequisites: SPM101 (Intro to Sports Management), senior standing, open to Sports Management majors only—or with permission of instructor. Odd falls.