

# SPORT MANAGEMENT (SPMT)

## SPMT 139 - Foundations of Academic Discovery

Foundations of Academic Discovery serves as the entry point to the Rock Integrated Studies Program. With its strong faculty-student interaction, the course promotes intellectual inquiry, critical and creative thinking, and academic excellence. Through varied content, the course introduces students to academic discourse and information literacy while exploring topics such as diversity and inclusion and global awareness. This course will set students along the path to becoming engaged with issues and scholarship important to a 21st century education while they learn about themselves and their place in the world.

Credits: 3

Term(s) Typically Offered: Offered as Needed

Enrollment limited to students with a semester level of Freshman 1 or Freshman 2.

Enrollment limited to students with the ROCK STUDIES 2 STUDENT or ROCK STUDIES STUDENT attributes.

## SPMT 150 - Sport Management Practicum

The SPMT practicum is designed to provide the student with a realistic experience at at level and in a setting similar to that in which he/she wishes to obtain employment. The practicum experience is a 50- hour learning opportunity in which the student assists in a particular aspect of an organization in the sport industry. SPMT 150 may be repeated to a maximum of 4 credits in 4 different experiences, and each should be with a different organization.

Prerequisite: SPMT 194<sup>C</sup>

<sup>C</sup> Requires minimum grade of C.

Credits: 1

Term(s) Typically Offered: Offered Every Term

Enrollment limited to students with department of Sport Mgt, Hospitality & Tour.

## SPMT 190 - Experimental

A unique and specifically focused course within the general purview of a department which intends to offer it on a "one time only" basis and not as a permanent part of the department's curriculum.

Credits: 1-3

Term(s) Typically Offered: Offered as Needed

## SPMT 194 - Introduction to Sport Management

This course is an introduction to the field of sport management. Career options and managerial content will be reviewed. Foundation studies of sport, including history, philosophy, and professional skills, will be discussed. Must achieve at least a C grade before progressing to other SPMT courses.

Credits: 3

Term(s) Typically Offered: Offered Fall & Spring Terms

Enrollment is limited to students with a program in Sport Management or Sport Management.

## SPMT 195 - Workshop

A workshop is a program which is usually of short duration, narrow in scope, often non-traditional in content and format, and on a timely topic.

Credits: 1-6

Term(s) Typically Offered: Offered as Needed

## SPMT 196 - Global Sport Management

As the economy has shifted from a domestic to a globally competitive marketplace, the demand has grown for sport managers who can function effectively in the international environment. This course develops a framework for understanding the international aspects of sport management. It provides future sport managers with a broad view of the factors underlying international sport competition, sport economics, sport marketing, sport management, and sport governance. Emphasis is on environmental dynamics, cultural and economic constraints, multinational sport business organizations, unique international sport events and international sport operations, strategy and policy.

Credits: 3

Term(s) Typically Offered: Offered Fall & Spring Terms

## SPMT 198 - Selected Topics

A Selected Topics course is a normal, departmental offering which is directly related to the discipline, but because of its specialized nature, may not be able to be offered on a yearly basis by the department.

Credits: 1-3

Term(s) Typically Offered: Offered as Needed

## SPMT 269 - American Sport in the 21st Century

This course is designed to give the students an understanding of the internal and external factors that shape sport in American culture. This course will analyze how sport mirrors societal changes and how sociological phenomena affect participation and behavior.

Credits: 3

Term(s) Typically Offered: Offered Fall & Summer Terms

Enrollment limited to students with department of Sport Mgt, Hospitality & Tour.

## SPMT 286 - Sport Communication and Technology

This course is intended to provide students with a comprehensive understanding of communication and communication techniques that managers use to achieve excellence in sport organizations. Focus will be placed on public relations, as well as techniques for improving the communication skills of each student in an organized sport setting. Students will receive in-depth exposure to, (a) theories underlying the use of public relations in sport, (b) new technologies in sport communication, (c) desktop publishing in sport organizations, (d) sport organizational communication techniques, and (e) sport media relations.

Credits: 3

Term(s) Typically Offered: Offered Fall & Spring Terms

Enrollment limited to students with department of Sport Mgt, Hospitality & Tour.

## SPMT 290 - Experimental

A unique and specifically focused course within the general purview of a department which intends to offer it on a "one time only" basis and not as a permanent part of the department's curriculum.

Credits: 1-3

Term(s) Typically Offered: Offered as Needed

**SPMT 294 - Sport Management and Ethics**

This course is designed to integrate the concepts learned from the foundation courses in management as they apply to management areas of sport and sport agencies. The ethical strategies of sport management will be emphasized in all management decisions.

Credits: 3

Term(s) Typically Offered: Offered Spring Terms

Enrollment limited to students with department of Sport Mgt, Hospitality & Tour.

**SPMT 295 - Workshop**

A workshop is a program which is usually of short duration, narrow in scope, often non-traditional in content and format, and on a timely topic.

Credits: 1-6

Term(s) Typically Offered: Offered as Needed

**SPMT 298 - Selected Topics**

A Selected Topics course is a normal, departmental offering which is directly related to the discipline, but because of its specialized nature, may not be able to be offered on a yearly basis by the department.

Credits: 1-3

Term(s) Typically Offered: Offered as Needed

**SPMT 301 - The Fan Experience**

This course will demonstrate how the fan experience in a sport venue is impacted by marketing, promotions, the venue staff, venue design, technology, and other factors. Students will understand the customer journey and be able to identify and eliminate friction points in the fan experience.

Credits: 3

Students with a semester level of Freshman 1, Freshman 2 or Sophomore 1 may **not** enroll.

**SPMT 315 - Diversity Issues in Sport Management**

This course is designed to explore the persistent causes of pervasive racism and sexism in sport as it relates to the sport management field.

Prerequisites: SPMT 194<sup>C</sup> and SPMT 196<sup>D</sup> and SPMT 269<sup>D</sup>

<sup>C</sup> Requires minimum grade of C.

<sup>D</sup> Requires minimum grade of D.

Credits: 3

Term(s) Typically Offered: Offered Spring Terms

Students with a semester level of Freshman 1 or Freshman 2 may **not** enroll.

Enrollment limited to students with department of Sport Mgt, Hospitality & Tour.

**SPMT 369 - Sport Budgeting and Finance**

The focus of this course is on budgeting and financial principles in the sport industry. Major components of the course include analyzing budgets from youth, community, recreational, interscholastic, intercollegiate, professional, and international sport organizations, as well as studying the financial composition and impact of the sport industry. Students will also learn to construct various types of budgets used by sport organizations.

Prerequisites: SPMT 194<sup>D</sup> and SPMT 196<sup>D</sup> and SPMT 269<sup>D</sup> and SPMT 286<sup>D</sup> and SPMT 294<sup>D</sup>

<sup>D</sup> Requires minimum grade of D.

Credits: 3

Term(s) Typically Offered: Offered Fall Terms

Students with a semester level of Freshman 1, Freshman 2 or Sophomore 1 may **not** enroll.

**SPMT 386 - Leadership in Athletic Administration and Sport Management**

The major emphasis is on the preparation of athletic administrators and sport managers within collegiate university, high school, community and youth sport organizations. Information presented in this course will examine leadership theoretical concepts to help prepare students pursuing a career in athletics management/administration. Through critical thinking component and practical application exercises, the student will apply leadership theories, principles and concepts. Ultimately, the student will develop essential leadership competencies and skills for today's athletic administrators.

Prerequisites: SPMT 150<sup>D</sup> and SPMT 194<sup>C</sup> and SPMT 294<sup>D</sup>

<sup>D</sup> Requires minimum grade of D.

<sup>C</sup> Requires minimum grade of C.

Credits: 3

Term(s) Typically Offered: Offered Fall Terms

Students with a semester level of Freshman 1, Freshman 2, Sophomore 1 or Sophomore 2 may **not** enroll.

Enrollment limited to students with department of Sport Mgt, Hospitality & Tour.

**SPMT 390 - Experimental**

A unique and specifically focused course within the general purview of a department which intends to offer it on a "one time only" basis and not as a permanent part of the department's curriculum.

Credits: 1-3

Term(s) Typically Offered: Offered as Needed

Students with a semester level of Freshman 1, Freshman 2 or Sophomore 1 may **not** enroll.

**SPMT 394 - Sport Marketing**

Sport Marketing is designed to apply marketing principles to the area of sport, sport events and sport products. Marketing strategies including sales, promotions and advertising of sport will be emphasized.

Prerequisites: SPMT 150<sup>D</sup> and SPMT 194<sup>C</sup> and SPMT 196<sup>D</sup> and SPMT 286<sup>D</sup> and SPMT 294<sup>D</sup>

<sup>D</sup> Requires minimum grade of D.

<sup>C</sup> Requires minimum grade of C.

Credits: 3

Term(s) Typically Offered: Offered Fall & Winter Terms

Students with a semester level of Freshman 1, Freshman 2 or Sophomore 1 may **not** enroll.

Enrollment limited to students with department of Sport Mgt, Hospitality & Tour.

**SPMT 395 - Workshop**

A workshop is a program which is usually of short duration, narrow in scope, often non-traditional in content and format, and on a timely topic.

Credits: 1-6

Term(s) Typically Offered: Offered as Needed

Students with a semester level of Freshman 1, Freshman 2 or Sophomore 1 may **not** enroll.

**SPMT 396 - Selling in the Sport Industry**

This course examines the skills required for a successful career in sport sales, including personal selling, social media, and electronic sales. Students will learn sales strategies for single game tickets, season tickets, group tickets, and premium tickets and will be involved in selling tickets for a sport organization.

Prerequisites: SPMT 150<sup>D</sup> and SPMT 194<sup>C</sup> and SPMT 196<sup>D</sup> and SPMT 286<sup>D</sup> and SPMT 294<sup>D</sup>

<sup>D</sup> Requires minimum grade of D.

<sup>C</sup> Requires minimum grade of C.

Credits: 3

Term(s) Typically Offered: Offered Spring & Winter Terms

Students with a semester level of Freshman 1, Freshman 2 or Sophomore 1 may **not** enroll.

Enrollment limited to students in the BS 2150 program.

Enrollment limited to students with department of Sport Mgt, Hospitality & Tour.

**SPMT 398 - Selected Topics**

A Selected Topics course is a normal, departmental offering which is directly related to the discipline, but because of its specialized nature, may not be able to be offered on a yearly basis by the department.

Credits: 1-3

Term(s) Typically Offered: Offered as Needed

Students with a semester level of Freshman 1, Freshman 2 or Sophomore 1 may **not** enroll.

**SPMT 406 - Sport Fundraising and Event Management**

The course content will include multiple aspects of creating, funding, and executing a variety of sports events. Topics include event planning, staffing, managing, and evaluating. Students will plan, develop, and execute their own event. In addition, the various aspects of athletic development and fundraising, particularly at the intercollegiate level, will be explored.

Prerequisites: SPMT 150<sup>D</sup> and SPMT 194<sup>C</sup> and SPMT 196<sup>D</sup> and SPMT 286<sup>D</sup> and SPMT 294<sup>D</sup>

<sup>D</sup> Requires minimum grade of D.

<sup>C</sup> Requires minimum grade of C.

Credits: 3

Term(s) Typically Offered: Offered Spring Terms

Students with a semester level of Freshman 1, Freshman 2 or Sophomore 1 may **not** enroll.

Enrollment limited to students with department of Sport Mgt, Hospitality & Tour.

**SPMT 450 - Sport Management Internship**

This course provides students with the opportunity to apply sport and fitness career-oriented skills in public, commercial, and private agencies. The internship is designed to be an in-depth experience. This is a Theory and Technique Course. All Sport Management coursework must be completed before enrolling in SPMT 450.

Prerequisites: SPMT 150<sup>D</sup> and SPMT 194<sup>C</sup> and SPMT 196<sup>D</sup> and SPMT 269<sup>D</sup> and SPMT 286<sup>D</sup> and SPMT 294<sup>D</sup> and SPMT 315<sup>D</sup> and SPMT 394<sup>D</sup> and SPMT 396<sup>D</sup> and SPMT 406<sup>D</sup> and SPMT 486<sup>D</sup> and SPMT 494<sup>C</sup> and SPMT 499<sup>D</sup>

<sup>D</sup> Requires minimum grade of D.

<sup>C</sup> Requires minimum grade of C.

Credits: 1-12

Term(s) Typically Offered: Offered Summer Terms

Students with a semester level of Freshman 1, Freshman 2, Junior 1, Junior 2, Sophomore 1 or Sophomore 2 may **not** enroll.

Enrollment limited to students with department of Sport Mgt, Hospitality & Tour.

**SPMT 486 - Sport Law and Facilities**

The course will demonstrate how various aspects of law and the legal system apply to the sport industry, with a particular emphasis on risk management, and sport facility operations. In addition, the course will provide a fundamental overview of the US court system.

Prerequisites: SPMT 150<sup>D</sup> and SPMT 194<sup>C</sup> and SPMT 196<sup>D</sup> and SPMT 286<sup>D</sup> and SPMT 294<sup>D</sup> and SPMT 269<sup>D</sup>

<sup>D</sup> Requires minimum grade of D.

<sup>C</sup> Requires minimum grade of C.

Credits: 3

Term(s) Typically Offered: Offered Spring & Summer Terms

Students with a semester level of Freshman 1, Freshman 2 or Sophomore 1 may **not** enroll.

Enrollment limited to students with department of Sport Mgt, Hospitality & Tour.

**SPMT 490 - Independent Study**

Independent Study courses give students the opportunity to pursue research and/or studies that are not part of the university's traditional course offerings. Students work one on one or in small groups with faculty guidance and are typically required to submit a final paper or project as determined by the supervising professor.

Credits: 1-3

Term(s) Typically Offered: Offered as Needed

Students with a semester level of Freshman 1, Freshman 2 or Sophomore 1 may **not** enroll.

**SPMT 494 - Sport Management Senior Seminar**

This course is designed for the senior Sport Management student, this course will examine topics dealing with sport finance management, sport law, sport facility management, and time and stress management. Field trips to sport agencies will be required. This course must be taken in the academic semester prior to SPMT 450 (Internship).

Prerequisites: SPMT 150<sup>D</sup> and SPMT 194<sup>C</sup> and SPMT 196<sup>D</sup> and SPMT 269<sup>D</sup> and SPMT 286<sup>D</sup> and SPMT 294<sup>D</sup> and SPMT 315<sup>D</sup> and SPMT 394<sup>D</sup> and SPMT 396<sup>D</sup>

<sup>D</sup> Requires minimum grade of D.

<sup>C</sup> Requires minimum grade of C.

Credits: 3

Term(s) Typically Offered: Offered Fall & Spring Terms

Students with a semester level of Freshman 1, Freshman 2, Junior 1, Junior 2, Sophomore 1 or Sophomore 2 may **not** enroll.

Enrollment limited to students with department of Sport Mgt, Hospitality & Tour.

**SPMT 495 - Workshop**

A workshop is a program which is usually of short duration, narrow in scope, often non-traditional in content and format, and on a timely topic.

Credits: 1-6

Term(s) Typically Offered: Offered as Needed

Students with a semester level of Freshman 1, Freshman 2 or Sophomore 1 may **not** enroll.

**SPMT 498 - Selected Topics**

A Selected Topics course is a normal, departmental offering which is directly related to the discipline, but because of its specialized nature, may not be able to be offered on a yearly basis by the department.

Credits: 1-3

Term(s) Typically Offered: Offered as Needed

Students with a semester level of Freshman 1, Freshman 2 or Sophomore 1 may **not** enroll.

**SPMT 499 - Sport Management Research Methods**

A study of research methodology and terminology in Sport Management entailing a critical analysis of available research. Specific attention is directed to formal written communication and oral presentation skills.

Prerequisites: SPMT 150<sup>D</sup> and SPMT 194<sup>C</sup> and SPMT 196<sup>D</sup> and SPMT 269<sup>D</sup> and SPMT 286<sup>D</sup> and SPMT 294<sup>D</sup> and SPMT 394<sup>D</sup>

<sup>D</sup> Requires minimum grade of D.

<sup>C</sup> Requires minimum grade of C.

Credits: 3

Term(s) Typically Offered: Offered Fall Terms

Students with a semester level of Freshman 1, Freshman 2 or Sophomore 1 may **not** enroll.

Enrollment limited to students with department of Sport Mgt, Hospitality & Tour.