SPORTS MANAGEMENT (SPM)

SPM 510 - FACILITY &EVENT
An overview of all procedures and functions necessary to plan, design, and organize sport events and facilities will be provided. Topics include human resource management, risk management, financial consideration, marketing theory, and overall planning issues in the industry. Special emphasis will be placed on game-day organization and management. Experiential learning opportunities include site visits to various types of local sport and recreation facilities and events.
Credits: 3

SPM 520 - SPORT MEDIA
Students will gain an understanding of the sports communications industry at both the collegiate and professional levels. The role of communications in the sports industry from a management perspective will be examined. Topics include news release writing, utilizing various forms of media, crisis management, pitching stories, interviewing techniques, and ethical issues.
Credits: 3

SPM 550 - ATHLET ADMIN
Focus on the prevailing issues in college athletics, including financial trends, legislation, conference realignment, reform, gender equity and other contemporary issues are covered in this course. Students will analyze the management structure of collegiate athletic departments, reviewing organization structure in regard to NCAA and other athletic conferences.
Credits: 3

SPM 560 - LIABILITY ISSUES
An introductory examination of the legal and liability issues that commonly arise in the sport and recreation industry is provided. Students will be introduced to the legal structures and standards as related to the field of Sports Management including recent precedents and mandates such as Title IX gender equity and policy affecting the recruitment, evaluations and personnel. Relevant legal cases and ethical dilemmas will be incorporated.
Credits: 3

SPM 585 - ADV INTERNSHIP
The advanced internship is a capstone experience intended to help students integrate coursework with the practice of administration and to reflect on their own development as professionals. Students work under the supervision of University faculty and a cooperating administrator at the internship site.
Credits: 3