

Sport Management Course Descriptions

UPDATED 10/08/09

Prerequisites are listed *in italics*.
Terms offered are CAPITALIZED.

SM 101. Public and Small Group Communication (3). *Required of all Kinesiology undergraduate students.* This course will explore the basic principles of persuasive speaking, focusing on content, organization, audience motivation, language and writing skills. **FALL/WINTER. Instructor(s): Donahue, Hultgren, LaRoche**

SM 111. Historical and Sociological Bases of Human Movement (3). *Required of all Kinesiology undergraduate students.* Examines the research related to the evolution of physical education and sport as well as sociological concepts of human movement and sport in American society. **FALL / WINTER / SPRING. Instructor(s): Basten, Watkins**

SM 203. Introduction to Sport Management (3). *Sophomore standing.* This course is designed to provide students with an overview of the basic organizational and business structure of the sport, fitness, and leisure industries. The content areas include Professional, Olympic, and intercollegiate, as well as the exercise/fitness promotion business sector. This course is intended to provide the foundation knowledge necessary for upper division courses in SM. **FALL / WINTER. Instructor(s): George**

SM 217. Business Communication. *Sophomore standing.* This course will help students improve their overall communication skills in the context of professional positions, while also teaching them how to write standard business documents: resumes, business letters, new releases, memorandums, meeting agendas, meeting minutes, business emails, brochures, short reports, long reports, informative abstracts, and executive summaries. **FALL / WINTER. Instructor(s): Donahue**

SM 270. Honors Reading (1-3). *Freshman or sophomore standing with minimum overall GPA of 3.00; permission of instructor.* Directed readings on topics in sport management under the guidance of faculty. **FALL / WINTER / SPRING / SUMMER. Instructor(s): STAFF**

SM 280. Undergraduate Research Opportunity (1-4). *Permission of instructor; first or second year student.* The UROP program enables students to work one-on-one or with a small group of students with faculty members conducting research. Students spend on average 9-10 hours per week working on their research projects. Students receive 1 credit per 3 hours of work per week. Students participating in the program are also required to attend bi-weekly research peer group meetings, meet monthly with a peer advisor, read research-related articles (e.g., research ethics, research in specific disciplines, research methods) and keep a research journal. **FALL / WINTER / SPRING / SUMMER. SEE FACULTY ADVISOR. Instructor(s): STAFF**

SM 290. Field Experience (1-3). *Freshman or sophomore standing. Permission of instructor.* Provides an opportunity for supervised observation and participation in a variety of school, university or business settings related to a student's major program of concentration. May be repeated for different experiences up to 6 credits. Credits count as SM electives. Field Experience paperwork required. **FALL/WINTER/SPRING/SUMMER. SEE INTERNSHIP COORDINATOR IN OSS**

SM 313. Special Topics (1-3). New courses in development are assigned this number. Current titles are listed in the Time Schedule. **AS ARRANGED. Instructor(s): STAFF**

Fall 2009 and Winter 2010 offerings:

Sec 001: **Sport Facilities, Real Economic Development, and the Rebuilding of Central Cities (3).** Instructor(s): Rosentraub

SM 331. Economics of Sport (3). *Junior standing.* Economic aspect of sports including fan demand, advertising, team output decisions, league conference organization, government and sport, and labor issues. **FALL/WINTER. Instructor(s): Fort**

SM 332. Organizational Behavior in Sport (3). *Junior standing.* Having a fundamental understanding of how individuals work in an organizational setting is an essential ability for managing sport organizations. This course examines through critical readings, analysis, assignments and class discussions organizational behavior dynamics and practices and their application to both business and sport environments. It deals with macro issues such as structure, centralization / decentralization, the environment, technology and alliances and how these issues impact an individual's functioning within an organization. The course also addresses micro behavioral science concepts such as motivation, conflict, leadership, decision-making, group dynamics, power, control and communication. Organizational Behavior in Sport Organizations is a required course in the fall term of the Level II Sport Management Curriculum. **FALL/WINTER. Instructor(s): Juravich**

SM 333. Legal Aspects of Sports Administration (3). *Junior standing.* Examines legal concepts related to sport management, including athletic participation and eligibility; constitutional due process; anti-trust exemptions; facility, coaching, and employment contracts; and tort law applications to participants and spectators. Actual cases are discussed. **FALL ONLY. Instructor(s): Clark**

SM 341. Sport Finance (3). This course is an introduction to the principles of finance and how these principles can be applied to the sports industry. It will cover such issues as financial statements, time value of money, investment valuations, risk, capital and how these issues relate to sport. **FALL/WINTER, AS ARRANGED. Instructor(s): Winfree, Salaga**

SM 342. Strategy of Sport Organizations (3). *Junior standing.* This course addresses issues to consider, and approaches to use, in deciding: (a) the strategic direction of sport organizations, and (b) how such strategic directions can be most effectively implemented. To make these decisions, managers must accurately assess (1) threats and opportunities in the organization's environment and (2) the organization's strengths and weaknesses. The models and perspectives to be reviewed are particularly relevant to the environment in which sport organizations currently find themselves; this is an environment which is changing at an unprecedented pace and in which accepted approaches for managing are changing quickly and dramatically. **WINTER ONLY, AS ARRANGED. Instructor(s): Babiak**

SM 346. Principles of Marketing (3). *Junior standing.* Intended for students with no previous exposure to marketing, this course introduces basic marketing concepts, advertising, consumer behavior, strategic planning and the marketing of sport, fitness and health as a consumer service. **WINTER ONLY. Instructor(s): Moore**

SM 349. Research Methods for the Sport Industry (3). *Junior standing.* The purpose of the course is to provide students with the appropriate skills and perspectives to conduct effective research on problems facing the decision-makers in the sport and fitness industries. The course will cover the basic methodological approaches to research, as well as contemporary methods to address the emerging demands of e-commerce and internet marketing strategies. **FALL/WINTER. Instructor(s): STAFF**

SM 370. Honors Reading (1-3). *Junior or senior standing with minimum overall GPA of 3.00; permission of instructor.* Directed readings on topics in Sport Management under the guidance of faculty. **FALL / WINTER / SPRING / SUMMER. Instructor(s): STAFF**

SM 380. Honors Research (1-3). *Upper division with minimum overall GPA of 3.00; permission of instructor.* Basic and applied research experiences in Sport Management under the guidance of faculty. **FALL / WINTER / SPRING / SUMMER. SEE FACULTY ADVISOR. Instructor(s): STAFF**

SM 390. Field Experience (1-3). *Junior or senior Standing. Permission of instructor.* Provides an opportunity for supervised observation and participation in a variety of school, university or business settings related to a student's major program of concentration. May be repeated for different experiences up to 6 credits. Credits count as SM electives. Field Experience paperwork required. **FALL / WINTER / SPRING / SUMMER. SEE INTERNSHIP COORDINATOR IN OSS**

SM 402. Teaching Experience for Sport Management Students (1-3). *Permission of instructor.* Undergraduate students participating in this course are responsible for: (1) aiding regularly assigned teaching faculty in a particular course; (2) providing tutorial help for undergraduate students enrolled in the course they are assisting in; (3) meeting regularly with discussion and/or laboratory sessions, where relevant; (4) participating with teaching faculty in instructional activities. May be repeated once in a different area or with a different professor. Credits count as Kinesiology elective credit. **FALL / WINTER. SEE FACULTY ADVISOR. Instructor(s): STAFF**

SM 403. Internship in Sport Management (1-3). *Internships must be approved by the internship coordinator in the Office of Student Services.* The internship is designed to provide practical experience in the sports-related industries according to individual interests and goals for students completing the Sport Management program. May be repeated for different experiences up to 6 credits. Credits count as SM electives. Internship paperwork required. **FALL / WINTER / SPRING / SUMMER. SEE FACULTY ADVISOR. Instructor(s): Reck**

SM 431. Sports and the Media (3). *Junior standing.* Examines the relationships that exist between the media and sports in America, including the roles newspapers, magazines, radio, and television have assumed as commercial enterprises in reporting sports. Also examines development, organization, objectives and performance of the media as well as the technology they use. Studies economic and legal issues as they pertain to the administration of sports programs. **WINTER ONLY. Instructor(s): Madej, Watkins**

SM 432. Human Resource Management in Sport (3). *Junior standing.* Human resources are argued to be an organization's most important asset. Effectively managing human resources enables an organization to survive and thrive in today's competitive environment. This course is designed to provide students with an understanding of the functions, the basic concepts, and the principles of Human Resource Management, and prepare them for their first sport related employment as either manager or employee. The course will explore HRM theories, research and discuss current issues, trends and practices emphasizing the fundamentals of managing individuals and groups. **WINTER ONLY. Instructor(s): Babiak**

SM 433. Sport and Public Policy (3). *Junior standing.* This is an upper-level course on the ways that politics, policy management, and comparative political systems affect national and international sports. It explores how public policies are formulated at the local, national, and international level, and examines the variety of issues and debates in the major areas of sport. **FALL ONLY. Instructor(s): Watkins**

SM 434. Sport Ethics (3). *Junior standing.* Our complex and rapidly changing environment imposes new demands on managers of sport organizations. An increased pressure to address

ethical issues is one of the new demands. While there are no simple prescriptions describing how ethical issues should be dealt with, the purpose of this course is to indicate how managers can more effectively address them. The course provides some essential components of the student's management tool kit -- concepts, models, and techniques to use in managing ethical dilemmas.

FALL / WINTER. Instructor(s): Basten

SM 435. Sport and the Consumer (3). *Junior standing.* Sport is a business like no other. There are six important consumer groups that make this business a success. These include: the participant, the spectator, the volunteer the advertiser, the sponsor, and the affinity consumer. These groups have power that makes sports the big business that it is. In this course we will study the role each group plays and the forces impacting their equity to sports. It's a look inside the world of sports business and shows you how it works. **FALL / WINTER. Instructor(s): Basten**

SM 436. Race Relations, Cultural Images, and Sport (3). *SM 111; Junior standing.* This course examines, informs, and analyzes the historical and contemporary experiences of ethnic groups in sport and society. While Latinos, Samoan-Americans, Jewish-Americans, Native-Americans, and Asian-Americans will be addressed, the focus will be on the experience of African-Americans in integrating sport. **FALL / WINTER. Instructor(s): King**

SM 437. Psychological Aspects of Sport and Exercise (3). *Junior standing .* This course examines the needs and purposes of psychology in sport, exercise, and physical activity, outlines the field, and examines research focusing on the motivational bases and social processes in sport, exercise, and physical activity. Students also learn to apply scientific principles to real life situations. **FALL ONLY. Instructor(s): George**

SM 438. Sports Economics Policy (3). *SM 331 Advisory Prereq.* Understanding and analyzing the internal and external regulatory environment of North American sport leagues. Internally, leagues control their business models as well as the behavior of member owners. Externally, leagues interact with local, state, and federal governments. Students will work for a minor league sports team. Furthermore, each student will be asked to comment on the impacts of 1) the introduction of revenue sharing in his/her league and 2) a change in the federal tax law on the value of depreciation for the owner of his/her team. Basic economic and business tools allow students to generate hypotheses about these questions. **FALL or WINTER. Instructor(s): Fort**

SM 439. Sponsorship Linked Marketing (3). *SM 346 Advisory Prereq.* The central goal of this course is to provide the student with both a theoretical and an applied understanding of the values and limits to sponsorship-linked marketing. Various areas of sponsorship will be considered including sports, arts, and causes. Although a managerial perspective of the sponsor will be maintained, views from both the sponsor and sponsee will be considered. The course takes an integrated marketing communications perspective and treats sponsorship as a contributor to an overall communications platform. In the process of developing this understanding the course will utilize basic concepts across a number of disciplines in an integrative fashion. **FALL or WINTER, AS ARRANGED. Instructor(s): Cornwell**

SM 444. Sales Management in the Sport Industry (3). *SM 346; Junior standing.* This course is designed to provide students with the theory, the conceptual framework and the managerial practices associated with sales management in the sport industry. Course covers (a) strategic sales Force management, (b) the personal selling process - relationship selling process, prospecting, planning the sales call, and successful sales presentation methods, (c) the organizing, staffing and training of the sales force, and (d) sales force operations. **FALL ONLY. Instructor(s): Moore**

SM 446. Brand Strategy and Advertising Campaigns (3). *SM 346; Junior standing.* Designed for students who have been exposed to introductory marketing, this course offers a thorough introduction to the basic elements of the promotional mix; the strategic planning process for

advertising; segmentation and positioning; media planning; and publicity management. Students will be challenged to interpret these marketing concepts and to formulate creative applications to the sport and fitness marketing industry. **FALL / WINTER. Instructor(s): Moore**

SM 470. Independent Study (1-2). *Junior standing; permission of instructor.* Students work with an individual professor on a mutually agreed-upon project that may include readings, research or other academic experience. **FALL / WINTER / SPRING / SUMMER. SEE FACULTY ADVISOR.**
Instructor(s): STAFF

SM 490. Senior Honors Thesis (1-2). *Senior standing with an overall minimum GPA of 3.2; permission of instructor.* Students work with a professor to prepare an original research paper that includes a proposal, data collection and written article. *Students may take two credits per semester, no more than four total.* **FALL / WINTER / SPRING / SUMMER. SEE FACULTY ADVISOR.**
Instructor(s): STAFF