

SPORTS MANAGEMENT (SPM)

SPM 3004 Introduction to Sports Management

Credit Hours: 3

This course presents an introduction to the scope and responsibilities of a sports management career.

SPM 3024 Issues in Sports

Credit Hours: 3

This course is a study of organized sports in contemporary society. Students will explore the complex nature of sports as a social institution. Issues such as race, gender, ethnicity, and social class will be examined as they relate to the sports industry. Additionally, students will explore the impact of economics, ethics, politics, religion, and the electronic or print media as a controlling influence in the sports world.

SPM 3104 Sports Facilities Management

Credit Hours: 3

Prerequisites: SPM 3004 with a grade of "C" or higher

This course provides an overview of the skills required for managing a sports facility in the modern era. Topics will include facility site selection, construction planning and management, maintenance and operations, and the role of finance and budgeting in all phases of sports facility management.

SPM 3306 Sports Marketing

Credit Hours: 3

Prerequisites: SPM 3004 with a grade of "C" or higher

This course explores the various techniques and strategies used in meeting the needs of consumers in the sports industry. This course also explores the use of sports in marketing companies, products, and services.

SPM 4505 Sports Finance

Credit Hours: 3

Prerequisites: ACG 3024 and SPM 3004 - both courses with a grade of "C" or higher

This course introduces the fundamentals of finance in sports including the application of financial concepts and the importance of finance in establishing sound sports management practices.