

# SPORT MANAGEMENT

## Program Information

Sport Management integrates concepts of management, marketing, finance and law to apply to sport organizations at various levels and prepares students for a variety of volunteer and employment opportunities at the professional, collegiate, community and amateur level sport entities.

For more information, please see our website: <http://hhp.ufl.edu/about/academics/ms-sport-mgmt/>.

### Degrees Offered

## Degrees Offered with a Major in Sport Management

- Master of Science
  - without a concentration
  - concentration in Historic Preservation
  - concentration in Tropical Conservation and Development

Requirements for these degrees are given in the Graduate Degrees (<http://gradcatalog.ufl.edu/graduate/degrees/>) section of this catalog.

### Courses

## Sport Management Departmental Courses

| Code     | Title   | Credits |
|----------|---|---------|
| HLP 6515 | Evaluation Procedures in Health and Human Performance             | 3       |
| HLP 6535 | Research Methods in Health and Human Performance                  | 3       |
| HLP 6911 | Research Seminar  | 1       |
| HLP 6935 | Variable International Topics                                     | 1-6     |
| HLP 7939 | HHP PhD Professional Development Seminar                          | 3       |
| HLP 7979 | Advanced Research in Health and Human Performance                 | 1-12    |
| HLP 7980 | Research for Doctoral Dissertation                                | 1-15    |
| PET 6177 | Athlete-Centered Coaching and Leadership                          | 3       |
| SPM 5016 | Sport Sociology   | 3       |
| SPM 5107 | Sport Event Management: Principles and Applications               | 3       |
| SPM 5181 | Athlete Development   | 3       |
| SPM 5206 | Sport Ethics  | 3       |
| SPM 5309 | Sport Marketing   | 3       |
| SPM 5405 | Sport Mass Media  | 3       |
| SPM 5506 | Sport Finance   | 3       |
| SPM 5726 | Sport Business Law  | 3       |
| SPM 5936 | Current Topics in Sport Management                                | 1-3     |
| SPM 6036 | Research Seminar in Sport Management                              | 3       |
| SPM 6106 | Management and Planning of Sport and Physical Activity Facilities | 3       |
| SPM 6158 | Management and Leadership in Sport                                | 3       |
| SPM 6308 | Study of Sport Consumer Behaviors                                 | 3       |
| SPM 6326 | Sport Marketing Analytics   | 3       |
| SPM 6606 | Management of Olympic Games Functional Areas                      | 3       |
| SPM 6610 | Sport Events and Community Development                            | 3       |
| SPM 6721 | Advanced Sport Law  | 3       |
| SPM 6726 | Issues in Sport Law   | 3       |

|          |  |      |
|----------|--|------|
| SPM 6727 | The Application of Fair Competition Laws to Sport Management | 3    |
| SPM 6905 | Directed Independent Study                                   | 1-6  |
| SPM 6910 | Supervised Research  | 1-6  |
| SPM 6947 | Graduate Internship in Sport Management                      | 3-9  |
| SPM 6948 | Advanced Practicum in Sport Management                       | 1-3  |
| SPM 6971 | Research for Master's Thesis                                 | 1-15 |
| SPM 7750 | Theories in Sport Management                                 | 3    |
| SPM 7900 | Readings in Sport Management                                 | 3    |

### Student Learning Outcomes

## Sport Management (MS)

**SLO 1 Knowledge**  
Identify, define and describe current key concepts and theories in sport management

**SLO 2 Knowledge**  
Critique emerging and critical issues in the sport industry and recommend appropriate business strategies and research methods utilized within sport management

**SLO 3 Skills**  
Develop skills to identify, analyze and make decisions and recommendations to sport management problems

**SLO 4 Professional Behavior**  
Conducts her/himself/themselves professionally in a manner appropriate and expected for the discipline