

SPORT MANAGEMENT

HLP 6515 Evaluation Procedures in Health and Human Performance 3 Credits

Grading Scheme: Letter Grade

Evaluation and interpretation of tests and analysis of research data.

HLP 6535 Research Methods in Health and Human Performance 3 Credits

Grading Scheme: Letter Grade

Introduction to research methodology and design.

HLP 6911 Research Seminar 1 Credit

Grading Scheme: S/U

Research presentations by graduate students and faculty in the College.

HLP 6935 Variable International Topics 1-6 Credits, Max 15 Credits

Grading Scheme: Letter Grade

Opportunity to study in a wide range of cultural settings.

Prerequisite: adviser's approval.

HLP 7939 HHP PhD Professional Development Seminar 3 Credits

Grading Scheme: Letter Grade

Designed to complement the scholarly emphases of the HHP PhD program by providing insight into key considerations for professional development and personal growth. Best practices will be shared for developing professional aptitude and the skills necessary for successful matriculation through graduate studies and future professional careers.

HLP 7979 Advanced Research in Health and Human Performance 1-12 Credits

Grading Scheme: S/U

Research for doctoral students before admission to candidacy. Designed for students with a master's degree in the field, or for students who have been accepted for a doctoral program. Not appropriate for students who have been admitted to candidacy.

HLP 7980 Research for Doctoral Dissertation 1-15 Credits

Grading Scheme: S/U

Research for Doctoral Dissertation

PET 6177 Athlete-Centered Coaching and Leadership 3 Credits

Grading Scheme: Letter Grade

This course explores various applications of the Athlete-Centered Sport Coaching model. Students will learn how elements of this model impact: coaching, team, school and recreational program development, groups in business, life outside of sports, program and individual development. Emphasis will be given to the analysis of coaching perspectives and the strong correlation between sports and business leadership.

Prerequisite: 7 or 8 HH/SPM or consent of instructor.

SPM 5016 Sport Sociology 3 Credits

Grading Scheme: Letter Grade

Advanced principles and applications of social issues, within the sport industry. An in-depth look at how amateur and professional sport business enterprises reflect societal values and issues in the arena of sport.

SPM 5107 Sport Event Management: Principles and Applications 3 Credits

Grading Scheme: Letter Grade

Introduces students to the planning and management of national and international sport events through the strategic and systematic process of event management, exploring the phases and structural domains associated with the model.

Prerequisite: 7HH or 8HH standing.

SPM 5181 Athlete Development 3 Credits

Grading Scheme: Letter Grade

Provides an overview and study of the main skills utilized by athlete development specialists including how to manage the intersection of elite athletes and sport media, athlete career development, and the fundamentals of athlete personal finance.

Prerequisite: Class standing of 7 or 8.

SPM 5206 Sport Ethics 3 Credits

Grading Scheme: Letter Grade

Self-evaluating, examining, and developing philosophy on ethical issues related to sport. Research and discuss major moral and ethical issues related to sport. Opportunities for ethical decision making, using critical analysis.

Prerequisite: 7 or 8 HH/SPM or consent of instructor.

SPM 5309 Sport Marketing 3 Credits

Grading Scheme: Letter Grade

Marketing information systems, pricing strategies, media relations, promotional methods, and endorsements as they relate to marketing theories. Practical applications and principles.

SPM 5405 Sport Mass Media 3 Credits

Grading Scheme: Letter Grade

This course examines the impact sports and the mass media have had and are continuing to have on each other.

Prerequisite: Graduate student in Health and Human Performance.

SPM 5506 Sport Finance 3 Credits

Grading Scheme: Letter Grade

Financial theories and practical applications of sport income and expenditures. Principles and procedures of marketing sports in today's society.

SPM 5726 Sport Business Law 3 Credits

Grading Scheme: Letter Grade

Covers human resources management and employment/labor law, governance in sport organization, event and venue management and marketing management in the context of sport organizations. This course builds on the basic principles of law introduced in Issues in Sport Law and Advanced Sport Law.

Prerequisite: HH7 or HH8 and SPM 6726.

SPM 5936 Current Topics in Sport Management 1-3 Credits, Max 9 Credits

Grading Scheme: Letter Grade

Offered, on request of students, to meet special interests inadequately covered in other courses.

Prerequisite: consent of department chair.

SPM 6036 Research Seminar in Sport Management 3 Credits

Grading Scheme: Letter Grade

Theoretical and practical research information in sport and exercise program management.

SPM 6106 Management and Planning of Sport and Physical Activity Facilities 3 Credits

Grading Scheme: Letter Grade

Administrative tasks involved in managing, planning, renovating, and maintaining facilities. Effect on program selection and scheduling in sport and fitness.

SPM 6158 Management and Leadership in Sport 3 Credits

Grading Scheme: Letter Grade

Principles of leadership and management for sport settings.

Prerequisite: 7 or 8 HH/SPM or consent of instructor.

SPM 6308 Study of Sport Consumer Behaviors 3 Credits

Grading Scheme: Letter Grade

Advanced theoretical and practical information in sport consumer studies.

Prerequisite: graduate status.

SPM 6326 Sport Marketing Analytics 3 Credits

Grading Scheme: Letter Grade

Covers business analytics with an emphasis on applications for sport marketing research. This course will allow students to develop statistical thinking skills for sport marketing analytics, analyze datasets typically encountered in sport marketing and consumer analysis situations, and utilize the analysis results for sport business decision-making.

Prerequisite: GRHHU SPM_MS (Students in the Sport Management Masters program).SPM6326

SPM 6606 Management of Olympic Games Functional Areas 3 Credits

Grading Scheme: Letter Grade

Familiarizes students with the management elements of each of the Olympic Games functional areas and will provide students with foundational knowledge about skills needed to work in mega or other sport events.

SPM 6610 Sport Events and Community Development 3 Credits

Grading Scheme: Letter Grade

Advanced practical information in sport events and community development, including the impacts of sport events on host and neighboring communities, the planning and sport event outcomes for bid phase, event preparation stage, host event phase and post event phase.

Prerequisite: Graduate Status

SPM 6726 Issues in Sport Law 3 Credits

Grading Scheme: Letter Grade

Legal effects of regulating and managing amateur and professional sports and wellness programs: injury liability, risk management, constitutional rights of athletes, and contract negotiation.

Prerequisite: 7 or 8 HH/SPM or consent of instructor.

SPM 6727 The Application of Fair Competition Laws to Sport Management 3 Credits

Grading Scheme: Letter Grade

Focuses on collective bargaining agreements and arbitration in sports, the basics of antitrust in the context of the sports industry and the impact of antitrust regulation on business strategy in sports.

Prerequisite: (HH7 or HH8) & SPM 6726.

SPM 6905 Directed Independent Study 1-6 Credits

Grading Scheme: Letter Grade

Individual research projects under faculty guidance.

SPM 6910 Supervised Research 1-6 Credits, Max 6 Credits

Grading Scheme: S/U

Supervised Research

SPM 6947 Graduate Internship in Sport Management 3-9 Credits, Max 9 Credits

Grading Scheme: S/U

On-site full-time practical experience in sport management.

Prerequisite: completion of at least 2 semesters of course work applicable to specialization; permission of advisor, written application, and site approval.

SPM 6948 Advanced Practicum in Sport Management 1-3 Credits

Grading Scheme: Letter Grade

On-site practical experience in sport management.

SPM 6971 Research for Master's Thesis 1-15 Credits

Grading Scheme: S/U

Research for master's thesis in sport management.

SPM 7900 Readings in Sport Management 3 Credits, Max 15 Credits

Grading Scheme: Letter Grade

This course provides students with an overview of various sport management theories and research. Students will gain exposure to a breadth of topics and depth in the specific to areas of sport management. Students will also learn how sport management concepts and principles can be applied to our roles as sport managers, and to our everyday life.

Prerequisite: HHU_PHD; doctoral student status.