

Sports Management Courses

Course Descriptions: The hours identified with each course description represent the amount of time spent in the classroom, laboratory and clinical area per week during a semester.

Prerequisite: A prerequisite indicates a course which must be successfully completed before enrolling in other courses as indicated.

Corequisite: This indicates a course which must be taken no later than the same semester as the course described.

Recommended Background: Indicates level of course background or other criteria a student needs to be successful in a course.

SMGT 175

INTRODUCTION TO SPORTS MANAGEMENT 3 Hrs

Fundamental management and business principles applied to sports in the professional, scholastic and recreational setting—in both profit and non-profit organizations. Major topics include evolution, career and internship opportunities, research, organizational theory, and ethical theories.

Fall, Odd

SMGT 275

SPORTS IN AMERICAN SOCIETY 3 Hrs

The basic concepts of sociology reinforced in the realm of sports. Theories and paradigms of sociology that relate to sports and the athlete. Classifications such as race, gender, age, culture, political systems, economic background, and social influences are used to discuss topics such as sports and mass media, institutionalized structures of social stratification, and sports as a cultural product and a social institution.

Spring, Even

Prerequisite: SMGT 175; SOCI 101

SMGT 375

FACILITIES MANAGEMENT 3 Hrs

The phases of planning, developing, constructing, managing, and staffing new and existing sports facilities. Discussion includes many issues such as the needs of the handicapped and special needs population.

Fall, Odd

Prerequisite: BUS 230

SMGT 475

SPORTS MARKETING

3 Hrs

Basic concepts and theories of marketing reinforced by the realm of sports.

Major topics include public and community relations, fundraising, promotions, sponsorship, and advertising in all types of sports settings. Sports product and apparel licensing, signage, and endorsements are discussed with emphasis on legal and financial implications.

Spring, Even