

# Sport Management (SPMG)

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## **SPMG 6010. Managerial Strategies in Athletics. 3 Hours.**

Applies contemporary management and leadership theories to sport, including organizational behavior, strategic planning, and effective human resources management. Emphasis will be placed on current events and trends regarding issues, forces, and problems impacting decision making in athletic administration. **\*\*COURSE LEARNING OUTCOMES (CLOs)** At the successful conclusion of this course, students will be able to: 1. Analyze personal leadership behavior and effectiveness. 2. Differentiate effective relationship building strategies in athletics. 3. Apply leadership and management strategies in solving personnel challenges. 4. Apply leadership and management strategies in solving program and operational issues. 5. Analyze and prioritize the primary duties of an upper-management leader. Prerequisites: Admission to the Master of Sport Management program.

## **SPMG 6100. Athlete Development and Wellness. 3 Hours.**

Examines the nature and experience of athletes including sociological, psychological, academic, and cultural topics impacting athlete development and performance while discussing the potential resources and personnel needed to target these areas. Examines the role athletic identity plays in an athletes personal, social, and professional development. Also introduces the unique stages all athletes enter and exit while involved in sport participation. **\*\*COURSE LEARNING OUTCOMES (CLOs)** At the successful conclusion of this course, students will be able to: 1. Analyze developmental, academic, and multicultural issues associated with athletes. 2. Examine relevant ethical and professional issues associated with working in a variety of capacities with athletes. 3. Utilize data sets to plan effectively to enhance and improve athlete development. 4. Integrate programs and other resources designed to support athletes. 5. Facilitate athlete transitions through multiple stages of sport participation. Prerequisites: Admission to the Master of Sport Management program.

## **SPMG 6200. Strength and Power Development. 3 Hours.**

Covers expertise in the physiological principles and training techniques used in strength and conditioning. A large emphasis is placed on the guidelines from the National Strength and Conditioning Association (NSCA) with an aim for preparing students to ultimately take the NSCA Certified Personal Trainer or NSCA Certified Strength and Conditioning Specialist exam. Preparation for other professional certifications may be adapted in cases where students already possess this certification. **\*\*COURSE LEARNING OUTCOMES (CLOs)** At the successful conclusion of this course, students will be able to: 1. Develop athletes in their strength and power based in and through the application of current scientific knowledge and best practices. 2. Design and implement safe and effective strength training and conditioning and personal training programs at an expert level. 3. Combine exercise prescription principles for training variation, injury prevention, and reconditioning. 4. Prepare for and pass the NSCA certification examination, or an equivalent industry certification such as USA-Weightlifting Level-1, USA Track & Field Level-1, Titleit Performance Institute Level-1, etc.. Prerequisites: Admission to the Master of Sport Management program.

## **SPMG 6250. Governance and Compliance in Athletics. 3 Hours.**

Examines the structure and operations of athletic governing bodies and how rules and regulations impact practices and procedures in athletic administration. Emphasis will be placed on the expectations of administrators responsible for overseeing policies, rules, and standards used in sport. **\*\*COURSE LEARNING OUTCOMES (CLOs)** At the successful conclusion of this course, students will be able to: 1. Examine and explain governing structures and practices in sport. 2. Analyze external and internal influence on governing sport organizations. 3. Develop strategies for effectively interpreting and implementing policies, rules, and procedures. 4. Manage ethical situations in relation to the rules and bylaws established by governing bodies. 5. Adapt to changing environments and influences regarding new policies and practices. Prerequisites: Admission to the Master of Sport Management program.

## **SPMG 6400. Psychology of High Performance. 3 Hours.**

Studies the effects of psychological factors on high performance in training and competition, including, but not limited to motivation, stress, leadership, group/team dynamics, imagery, and concentration. **\*\*COURSE LEARNING OUTCOMES (CLOs)** At the successful conclusion of this course, students will be able to: 1. Explain and differentiate the essential elements of personality, training environments, and group processes as related to sport performance. 2. Assess the impact of training and competition on psychological affect (e.g., mood states, depression, and mental toughness). 3. Develop methods of facilitating sport performance and psychological growth and development in elite performers. 4. Generalize research in the field of sport performance psychology. 5. Create training plans based upon the psychology of training and elite performance. Prerequisites: Admission to the Master of Sport Management program.

## **SPMG 6430. Sport Facility Operations and Event Management. 3 Hours.**

Focuses on the sport administrators role in managing sporting events and facilities. Practical applications of the principles and theories related to planning, organizing, and executing sport and entertainment events will be addressed. Emphasis will include feasibility studies, day-to-day operations, staffing, contract negotiations, risk management, media marketing and advertising, and assessment of event success. **\*\*COURSE LEARNING OUTCOMES (CLOs)** At the successful conclusion of this course, students will be able to: 1. Design an event proposal including assessment, planning, implementation, and evaluation. 2. Critique facility design and determine whether a facility adequately meets the needs of its clientele. 3. Analyze trends and best practices in facility design, construction, funding, and amenities. 4. Design, administer, and evaluate major sport and entertainment events for efficiency of execution. 5. Manage the operation of venues and events including staffing, box office procedures, security and risk, and participant and spectator engagement. Prerequisites: Admission to the Master of Sport Management program.

**SPMG 6540. Strategic Sport Marketing and Communication. 3 Hours.**

Focuses on the development of marketing and communication strategies associated with sport; specifically, market and customer analysis, market segmentation, and marketing mix tactics. Considerations will be given to marketing information systems, pricing strategies, media relations, promotional methods, and endorsements as they relate to marketing teams and maintaining relationships between athletic departments and media. **\*\*COURSE LEARNING OUTCOMES (CLOs)** At the successful conclusion of this course, students will be able to: 1. Analyze current issues and trends impacting marketing in sport. 2. Validate key factors and data points influencing sport consumer behavior. 3. Facilitate creative integration of digital marketing and promotions, interactive advertising, public relations, image-making, and other marketing communication tools. 4. Critically evaluate promotion and communication strategies utilized by sport organizations. 5. Manage the relationships between sport organizations and media effectively. Prerequisites: Admission to the Master of Sport Management program.

**SPMG 6570. Motor Learning and Control in Sport Performance. 3 Hours.**

Assesses the principles and theoretical bases related to the neural and reflexive mechanisms and cognitive processes controlling human movement and the learning of motor skills. **\*\*COURSE LEARNING OUTCOMES (CLOs)\*\*** At the conclusion of this course students: 1) Explain and operationalize the physiological properties of the musculoskeletal and neuromuscular system that relate to movement control; 2) Integrating knowledge of the mechanical factors of human movement and its analysis with knowledge of the neurological bases for movement; 3) Incorporate the neurophysiological and behavioral principles of motor skill acquisition in training programs and plans; 4) Summarize principles of motor learning theory (e.g., movement preparation, attention, arousal, and practice design); 5) Explain competing theories of motor behavior and self-organization, including in the realm of constraints-based training. Prerequisites: Admission to the Master of Sport Management program.

**SPMG 6630. Sport Analytics and Data Visualization. 3 Hours.**

Investigates sport operations and athletic performance using multiple data analytic approaches. Explores the skills, technologies, applications, and practices essential to understand and evaluate performance in sport organizations as well as athletic performance to formulate suitable models, develop and interpret solutions, and communicate results. **\*\*COURSE LEARNING OUTCOMES (CLOs)** At the successful conclusion of this course, students will be able to: 1. Demonstrate familiarity of how to acquire data and explore current sport analytic research. 2. Analyze statistical concepts and their application in the sports industry. 3. Measure and predict player, team, and organizational performance. 4. Produce a visual analysis consumable by those without deep analytic knowledge. 5. Recognize, formulate, and analyze decision-making in sports based on analytics. Prerequisites: Admission to the Master of Sport Management program.

**SPMG 6720. Revenue Generation: Fundraising, Sponsorships, and Sales. 3 Hours.**

Explores a comprehensive overview of revenue generation across segments of the sport organizations. Specific emphasis will be placed on sport sponsorship and ticket sales process, corporate and foundation partnership, fundraising of collegiate athletics and multimedia properties in sport. **\*\*COURSE LEARNING OUTCOMES (CLOs)** At the successful conclusion of this course, students will be able to: 1. Examine revenue-generating methods used by sport organizations 2. Analyze and apply the role of sales in sport organizations across segments of the sport industry. 3. Incorporate financial trends of revenues and expenses to calculate profits and losses for sport organizations. 4. Integrate effective sales strategies from developing proposals to maintaining relationships. 5. Manage fundraising and sales strategies to drive revenue for sports properties. Prerequisites: Admission to the Master of Sport Management program.

**SPMG 6820. Human Movement Science and Instrumentation. 3 Hours.**

Explores the human movement science and the instrumental technology used to capture it in sport, both for performance and injury prevention. Technologies and instrumentation for measuring and tracking movement performance will be introduced, along with computer software and methods for computing variables of interest to coaches, performance directors, and decision-makers in the area of biomechanics and performance metrics. **\*\*COURSE LEARNING OUTCOMES (CLOs)** At the successful conclusion of this course, students will be able to: 1. Measure and summarize movement profiles and attributes for athletes. 2. Develop models of movement grading and cultivate variables of interest for tracking performance improvement through training programs. 3. Test and explain new or innovative equipment and training design for validity and insight to decision-makers. 4. Enhance athletic performance through coordination and integration of movement quality data with data from strength and conditioning, sports medicine, motor learning, and coaching experts. 5. Produce summary reports of movement data for ease of understating by coaches, medical staff, and strength and conditioning staff to aid in their work with athletic performance. Prerequisites: Admission to the Master of Sport Management program.

**SPMG 6920. Sport Industry Practicum. 3 Hours.**

Provides supervised practical experiences in a managed sport setting. A minimum of 135 hours of work-related experiences is required. **\*\*COURSE LEARNING OUTCOMES (CLOs)** At the successful conclusion of this course, students will be able to: 1. Integrate knowledge acquired to practical situations in the sports industry. 2. Demonstrate professional skills and attitudes toward professional etiquette. 3. Develop personal skills in communication, technology, teamwork, and reasoning. 4. Assess personal career interests and work abilities. 5. Adapt to career networking opportunities. Prerequisites: Admission to the Master of Sport Management program.

**SPMG 6925. Sport Industry Internship. 3 Hours.**

Facilitates jointly supervised professional experiences with an approved cooperating organization in the sports industry. A minimum of 150 hours or work-related experiences is required. **\*\*COURSE LEARNING OUTCOMES (CLOs)** At the successful conclusion of this course, students will be able to: 1. Integrate classroom theory, knowledge, and skills into real world decision making. 2. Develop professional readiness skills, such as written and verbal communication skills, analytical skills, and problem-solving skills. 3. Collaborate in professional operations and decision making. 4. Examine the administration, supervision, and day-to-day operations of the agency in which they are working. 5. Develop network of professional relationships and contact. Prerequisites: Admission to the master of Sport Management program.