

# SPORT MANAGEMENT (SPMT)

## SPMT 100 | Introduction to Sport Management | 3 cr

Provides an overview of potential careers in the sports industries. Emphasizes skills and abilities needed to successfully obtain and retain a position within the sport field.

**Prerequisites:** None.

**Offered:** Yearly.

## SPMT 110 | Current Issues in Sport Management | 3 cr

Addresses current issues, events, and headlines in sport management.

**Prerequisites:** None.

**Offered:** Yearly.

## SPMT 190 | Special Topics in Sport Management | 1-3 cr

Examines selected topics in sport management.

**Prerequisites:** Varies by topic.

**Offered:** Occasionally.

## SPMT 200 | Ethics and Issues in Sport Management | 3 cr

Explores ethical and behavioral issues as they relate to current issues and problems in sport management. Includes college, youth and professional sport, academic standards, eligibility criteria, sportsmanship, gamesmanship, gambling, diversity, media, athletes as role models, and solving ethical dilemmas confronting professionals in sport management.

**Prerequisites:** None.

**Offered:** Fall, Spring.

**Meets:** Social & Behavioral Science: HKSM

## SPMT 210 | Sport in Society | 3 cr

Investigates past and present roles sport has played within our society including its impact on our educational system, the media, the family, and economic structures. Addresses heritage, social status, personality and race.

**Prerequisites:** None.

**Offered:** Fall, Spring.

**Meets:** Social & Behavioral Science: HKSM, Ethnic Diversity

## SPMT 220 | Business of Minor League Baseball | 3 cr

Examines the business and governance structure of minor league baseball. Includes discussion on team ownership, market selection, hiring and human resource approaches, revenue generation and facility operations/expenses.

**Prerequisites:** None.

**Offered:** Spring (odd years).

## SPMT 230 | History of Sport in the United States | 3 cr

Examines the development and transformation of sport from colonial times through the 21st century. Includes major sporting events and athletes that have helped to shape sport, how sport has intersected with other movements in society such as the civil rights and feminist movements, and, how societal shifts have impacted the trajectory of sport.

**Prerequisites:** None.

**Offered:** Occasionally.

## SPMT 240 | Sports Marketing | 3 cr

Examines basic marketing concepts with application to sport organizations, including promotions and public relations, sponsorship, endorsements, consumer demographics, consumer behavior and market research.

**Prerequisites:** At least sophomore standing.

**Offered:** Yearly.

## SPMT 241 | Personal Branding and NIL | 3 cr

Focuses on the understanding of the strategic public relations techniques specifically as they apply to personal brands. Covers the passage of laws and rules governing the ability of student athletes to monetize their name, image and likeness (NIL). Discusses how athletic departments and brands interact with student athletes relative to personal branding and marketing opportunities.

**Prerequisites:** None.

**Offered:** Occasionally.

## SPMT 250 | Game Operations | 3 cr

Explores game-day operations for sporting events. Includes work at UW-Parkside Athletic events, and shadowing a professional sports team.

**Prerequisites:** None.

**Offered:** Occasionally.

## SPMT 260 | Intramurals, Recreation and Youth Sports | 3 cr

Explores planning, development, and management of intramural, recreational, and youth sports, including best practices, indoor/outdoor recreation, and tournament scheduling.

**Prerequisites:** None.

**Offered:** Occasionally.

## SPMT 280 | Sophomore Seminar in Sport Management | 1 cr

Provides opportunity for second-year students in the major to develop skills for both college and career success.

**Prerequisites:** SPMT 100, at least sophomore status.

**Offered:** Yearly.

## SPMT 290 | Special Topics in Sport Management | 1-3 cr

Examines selected topics in sport management.

**Prerequisites:** Varies with topic.

**Offered:** Occasionally.

## SPMT 300 | Legal Issues in Sport Management | 3 cr

Explains the basic legal system, terminology and principles as applied to sport management. Emphasizes identifying and analyzing legal issues, the ramification of those issues, and the means of limiting liability of sport organizations. Includes negligence, risk management, and contract law.

**Prerequisites:** Junior or senior standing.

**Offered:** Yearly.

## SPMT 310 | Sports Industry Regulation | 3 cr

An in-depth study of how professional and amateur sports organizations are governed and regulated. Topics include collective bargaining, league constitutions, commissioner/president powers, agent regulation and facility regulation.

**Prerequisites:** Junior or senior.

**Offered:** Occasionally.

## SPMT 315 | The Business of E-Sports | 3 cr

Explores the business of e-sports including industry governance/administration, revenue generation and facility operations & development. Multi-career cross-listing: MSSM 515.

**Prerequisites:** At least sophomore status.

**Offered:** Occasionally.

## SPMT 339 | Sustainable Sport Management | 3 cr

Surveys sustainable business techniques employed by sports organizations in the areas of facility financing, facility development, marketing and event operations. Examines how sports organizations employ marketing techniques focused on and including sustainable/green concepts. Multi-career cross-listing: MSSM 539.

**Prerequisites:** Sophomore standing or above.

**Offered:** Spring (even years).

**SPMT 360 | Sports Communication | 3 cr**

Examines how sports organizations interact with the media and fans/customers through various forms of electronic and social media. Multi-career cross-listing: MSSM 560.

**Prerequisites:** At least sophomore standing.

**Offered:** Yearly.

**SPMT 365 | Sports Broadcasting | 3 cr**

Provides an overview of the basics of sports broadcasting including radio, television and streaming platforms. Includes examination of how individuals enter and operate in the industry and practical application of skills. Multi-career cross-listing: MSSM 565.

**Prerequisites:** At least sophomore status.

**Offered:** Occasionally.

**SPMT 370 | Event Management | 3 cr**

Covers the knowledge and skills necessary for event management through theoretical concepts and practical application. Includes planning, conducting, staffing, financing, and evaluating events. Encompasses development of medical emergency, evacuation, crowd control, registration and risk management plans. Community-based learning designation.

**Prerequisites:** Junior or senior standing.

**Offered:** Fall, Spring.

**Meets:** Community Based Learning

**SPMT 380 | Facility Development and Management | 3 cr**

Explores planning, development, and management of sport and fitness facilities including standard-setting, financial planning, architectural design, functional concerns, budget, and personnel management.

**Prerequisites:** Junior or senior standing.

**Offered:** Yearly.

**SPMT 385 | Junior Seminar in Sport Management | 1 cr**

Provides opportunity to develop problem solving and critical thinking skills in relation to a career in sport. Covers issues and potential solutions that may occur in sport careers.

**Prerequisites:** SPMT 280, minimum of junior standing.

**Offered:** Yearly.

**SPMT 390 | Special Topics in Sport Management | 1-3 cr**

Examines selected topics in sport management.

**Prerequisites:** Varies with topic.

**Offered:** Occasionally.

**SPMT 400 | Sports Analytics | 3 cr**

Examines the design, collection, analysis, and use of data to measure performance and make decisions in competitive sports. Reviews basic concepts and skills needed to develop and apply analytic skills to sport from different perspectives: coaching, management, business, media, etc. Multi-career cross-listing: MSSM 600.

**Prerequisites:** Junior or senior standing.

**Offered:** Yearly.

**SPMT 420 | Sport Business and Finance | 3 cr**

Explores theory and applications in the fundamental business practices to sport management. Covers revenue sources, budget development, ownership, taxation, financial analysis and economic impact studies.

**Prerequisites:** Junior or senior standing.

**Offered:** Fall.

**SPMT 430 | Sport Sales and Customer Service | 3 cr**

Explores basic sales and customer service concepts as applied to sports organizations. Includes sales techniques, prospect identification and customer service principles.

**Prerequisites:** At least sophomore standing.

**Offered:** Yearly.

**SPMT 431 | Advanced Sport Sales Tickets and Premium Seating | 3 cr**

Explores techniques employed by sport organizations to sell tickets. Covers how professional and amateur sport organizations retain and expand ticket sales on a consistent basis. Includes ticketing technology and ticket plans, as well as tactics for new sales, corporate sales, and retention.

**Prerequisites:** SPMT 430.

**Offered:** Yearly.

**SPMT 432 | Advanced Sport Sales: Sponsorships and Corporate Inventory | 3 cr**

Dives into the entire sponsorship process as it relates to athletics and commercial sport operations, including the creation, and application of sponsorships to specific scenarios.

**Prerequisites:** SPMT 430.

**Offered:** Yearly.

**SPMT 435 | Athletic Fundraising | 3 cr**

Examines the development of successful fundraising programs in interscholastic and intercollegiate athletic programs. Multi-career cross-listing: MSSM 635.

**Prerequisites:** Junior or senior standing.

**Offered:** Yearly.

**SPMT 439 | Sport Sales Practicum | 3 cr**

Provides opportunity to develop and apply professional skills through supervised work in the field of sport sales.

**Prerequisites:** SPMT 430, consent of instructor and department chair.

**Offered:** Occasionally.

**SPMT 440 | Advanced Studies in Health and Sport Leadership | 3 cr**

Addresses significant issues faced by industry leaders in health and sport industries and explores practical resolution approaches. Multi-career cross-listing: MSSM 640.

**Prerequisites:** Senior Standing; AHS or SPMT major.

**Offered:** Occasionally.

**SPMT 480 | Senior Seminar in Sport Management | 3 cr**

Provides capstone experience for sport management majors in their last year. Discusses current industry materials and topics. Includes an individual research project.

**Prerequisites:** Accepted into sport management major; senior standing, minimum 2.5 major GPA.

**Offered:** Fall, Spring.

**SPMT 490 | Special Topics in Sport Management: | 1-3 cr**

Examines selected topics in sport management.

**Prerequisites:** Varies with topic.

**Offered:** Occasionally.

**SPMT 494 | Internship | 1-3 cr**

Provides opportunity for practical application of the methods and techniques in various sports fields under supervisions of a SPMT faculty member. May be repeated for a maximum of 6 credits.

**Prerequisites:** Consent of instructor and department chair.

**Offered:** Fall, Spring, Summer.

**SPMT 495 | Fieldwork in Sport Management | 1-12 cr**

Provides supervised field-based sport management experience in the conditions, practices, and environmental settings appropriate for the field. Requires placement approval by SPMT faculty member. Must be completed in the student's last year of coursework.

**Prerequisites:** Accepted sport management major with a minimum major GPA of 2.5.

**Offered:** Fall, Spring, Summer.

**SPMT 499 | Independent Study | 1-4 cr**

Provides opportunity to conduct independent work under appropriate faculty supervision.

**Prerequisites:** Consent of instructor and department chair.

**Offered:** Fall, Spring, Summer.