

ities in relationship to the cultural framework at the time.

SPMG 340 **SPORT FINANCE (3)** *Prerequisites: SPMG 260 and ECON 201.* This course is an in-depth study of financial analysis processes utilized in decision making by sport managers. The focus of the course is on basic principles of micro-economics, business structures in sport organizations, basic tools of financial management, e-commerce, sources of revenue, and stadium finance. As an introduction to the fundamentals of finance as it relates to the sport industry, students are introduced to financial statement analysis, the time/value of money, investments, the player's contract, fundraising, and the development of organizational budgets.

SPMG 350 **GENDER AND SPORT: ISSUES AND CONTROVERSIES (3)** *Prerequisites: Junior standing and consent of instructor.* This course will expose students to obvious and subtle issues in the sport domain that contribute to different opportunities and experiences for males and females. The history of men's and women's participation patterns with American sport activities will be presented. There will be an exploration of the portrayal of the sporting images within the popular media that help shape the meanings of masculinity and femininity in America. In addition, the concepts of competitiveness and success will be explored with emphasis on the application to what this means for men and women. The issue of race/ethnicity on gender definition will be pursued as it is expressed in sport.

SPMG 353 **SPORTS LAW (3)** *Prerequisites: SPMG 260 and Junior standing.* This course introduces legal principle application to a variety of sports settings. Issues related to risk management, individual rights of athletes and employees, and gender are explored.

SPMG 368 **SPORTS FACILITIES AND EVENT MANAGEMENT (3)** *Prerequisites: MGMT 260 and SPMG 260.* This course focuses on the development of personal skills and competencies in the management and maintenance of movement and sport facilities and management of sport and physical performance events.

SPMG 370 **SPORT PROMOTIONS AND MARKETING (3)** *Prerequisites: SPMG 260, MKTG 309.* This course will compare and contrast the field of sport marketing with the practices and applications of mainstream marketing. The course will examine the application of marketing principles with the sport industry. Topics will include SWOT analysis, market segmentation, distribution, packaging, promotion, positioning, and pricing. This course explores the marketing process relative to sports in collegiate, recreational, commercial, and professional environments. Include in this study are market research techniques, pricing, promotional developments and strategies, identifying target markets, and advertising. This class builds on the general principles of marketing by discussing the unique aspects of sport marketing and applying marketing concepts to sport as a product and the promotion of sports activities. This course is designed to assist students in understanding and appreciating the multi-faceted components of sport marketing, including sport consumer behavior, promotion, sponsorship and licensing, and media relations.

SPMG 377 **STUDY ABROAD (3)** This course focuses on sport management issues for spectator and participative sport events and facilities across the global sport environment. The student will be afforded the opportunity to observe and experience sport settings through travel excursions in foreign countries.

SPMG 397 **INDEPENDENT STUDY IN SPORT MANAGEMENT (1-3)** *Prerequisites: Approval of faculty sponsor and school dean; junior or senior standing.* This course provides students the opportunity to pursue individual study of topics not covered in other available courses. The area for investigation is developed in consultation with a faculty sponsor and credit is dependent on the nature of the work. May be repeated for no more than six credits.

SPMG 398 **SPECIAL TOPICS IN SPORT MANAGEMENT (1-3) [credit depends on topic]** *Prerequisites: A background of work in the discipline or prior consent of instructor.* This course will focus on an aspect of the discipline not otherwise covered by the regularly offered courses. The topic will vary according to professor and term; consequently, more than one may be taken by a student during his/her matriculation.

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SPMG 415

INTERNSHIP IN SPORT MANAGEMENT (1-12)

Prerequisites: Juniors or seniors with a 2.25 minimum QPA; approval of written proposal by internship coordinator, and supervising faculty prior to registration. This course offers a professional internship with an appropriate health fitness organization/program. The student and faculty sponsor will agree upon the location and responsibilities of the intern. The number of credits will depend upon the nature of the project and the number of hours involved in the project. (See "Internships.")

SPMG 420

SPORT ETHICS AND CURRENT ISSUES (3) Prerequisites:

PHIL 204 and junior standing or consent of instructor. This course will explore the concepts of ethical decision-making processes as applied to issues found in sport settings. Areas such as fair play, equitable opportunity, exclusive membership policies, health and wellness concerns, and others will be explored. In particular, students will be exposed to concepts of morality and theories of ethical thought while developing a personal philosophy of social responsibility and professional codes of ethics. This course will focus on the ethical issues impacting sport organization policy formation and practice. Topics include moral and ethical development theories, models of ethical analysis, code of professional ethics, personal and management values, and situational analysis. Specifically, students explore critical issues related to professional ethics, rights and responsibilities

SPMG 441

MANAGEMENT AND ADMINISTRATIVE PROCESSES IN

FITNESS AND SPORT (3) Prerequisites: MGMT 260 and SPMG 260. This course involves a study of the management and administration procedures utilized in movement and sport programs. Competency development in personnel, business and finance, and risk management is emphasized.