

SPORTS MANAGEMENT (SPMT)

SPMT 315. Legal Aspects of Sports Management. 3 Hours.

This course focuses on the legal aspects of sports in the areas of ethics, torts, commercialization, and contract issues as they relate to professional, intercollegiate, and interscholastic sports.

SPMT 357. Profitability in Sports. 3 Hours.

Covers the business and economics side of sports teams and organizations. Basic principles of economics are used to analyze and understand league organization, pricing, advertising and broadcasting as well as the labor market in sports. Prerequisite: ECON 2302.

SPMT 415. Event and Facility Management. 3 Hours.

This course is designed to introduce students to event and facility management fundamentals of program development and practicality using techniques of identifying and analyzing program activity areas: planning, financing, marketing implementation and evaluation. The student will be able to identify and operationalize components across sports industries.

SPMT 425. Marketing the Business of Sports. 3 Hours.

This course provides an overview of the global sports industry and utilizes a strategic approach to organize the marketing process as applied to sports marketing. Prerequisite: MKT 363.