

# SPORTS MANAGEMENT (SMGT)

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## **SMGT 2100 Intro to Sport, Rec & Fit Mgmt 3 Credits**

This course presents the historical, philosophical, and social aspects in service management in regard to recreation and sports. This course encompasses a variety of services, including recreational sport management, outdoor and adventure recreation, professional sports management, and health and fitness. Students will explore a variety of career options and concentrated interests to prepare for challenging careers in the growing field of sport, recreation and fitness.

## **SMGT 2220 Managing & Directing Rec Prog 3 Credits**

This course is an overview of managing and directing recreation programs. Topics include development of community and sports programs. There are short-term as well as long-term planning for the development of programs including parks, buildings and ground keeping, recreation and sport.

## **SMGT 2230 Social Issues in Sport 3 Credits**

This course provides students with the tools to comprehend the social aspects of sport. Topics include social influences on sport participation and behavior, diversity in sport, and how the sports industry is impacted by the changing nature of society.

## **SMGT 2300 History of Sport 3 Credits**

This course will discuss the role that sports have had in society. The focus of the course will be on the role that sport has taken on, specifically in The United States and the connection sports has built in the world. The course will analyze the role race, gender, and other demographics have on the historical role in sport. The course will analyze baseball, soccer, basketball, racquet sports, and other Olympic sports to understand the evolution of the sport and the connection with history.

## **SMGT 2400 Sports Media 3 Credits**

3-0-3. Pre-requisite: none This course serves as an introduction to the field of sports media. Topics include models of sports communication, print and electronic media, public relations, media relations, and careers in sports media. Students will have the opportunity to critically evaluate the sports media strategies of sports organizations, as well as designing their own sports media campaign.

## **SMGT 2440 Ethics, Government & Legal Pri 3 Credits**

This course will focus on the application of law principles to the sport and fitness setting. Areas include agency law, tort liability, contract law, antitrust law, Constitutional law, labor law, and criminal law. The course will focus on issues as they pertain to sport managers, educators, coaches, athletes, facility directors, and recreational administrators.

**Prerequisite(s):** SMGT 2100.

## **SMGT 3450 Sports Event & Facility Manage 3 Credits**

This course will focus on the application of law principles to the sport and fitness setting. Areas include agency law, tort liability, contract law, antitrust law, Constitutional law, labor law, and criminal law. The course will focus on issues as they pertain to sport managers, educators, coaches, athletes, facility directors, and recreational administrators.

**Prerequisite(s):** SMGT 2100.

## **SMGT 4000 eSports Management 3 Credits**

This course provides students with a study of esports history, leagues & stakeholders in esports, comparing esports & traditional sports, the esports market, and influencer marketing. Thus, it leads students to develop an understanding of background knowledge regarding esports to apply marketing/management strategies.

**Prerequisite(s):** SMGT 2100.

## **SMGT 4100 Sport Marketing & Promotion 3 Credits**

This course will provide students with a basic understanding of sports promotion and marketing. Fundamentals and promotional principles, including the marketing mix, are emphasized as they relate to sports.

**Prerequisite(s):** SMGT 2100.

## **SMGT 4800 Sport Finance & Revenue 3 Credits**

This course covers basic principles of finance as they relate to sports. Emphasis is placed current practices and issues relating to funding, budgeting, and revenue acquisition in sports through private and public means. Topics include taxing and borrowing, ticket sales, concessions, broadcast sales, and sponsorship. The course includes an introduction to collection and analysis of sports business data.

**Prerequisite(s):** SMGT 2100.