

SPORT LEADERSHIP (SPTL)

SPTL 591. Topical Seminar. 1-3 Hours.

Semester course; 1-3 seminar hours. 1-3 credits. May be repeated for a maximum of 6 credits. A seminar intended for group study by students interested in examining topics, issues or problems related to health, physical education, exercise science, recreation and sport. Crosslisted as: HEMS 591.

SPTL 603. Research Methods in Sport. 3 Hours.

Semester course; 3 lecture hours. 3 credits. Designed to help graduate students acquire the fundamental skills of evaluating peer-reviewed research, while also facilitating the development of student research projects. Course offers an introduction to market research, an important aspect in today's sport environment and industry, and will help students determine and defend problems in sport from a statistical perspective, bringing more credibility to their stance.

SPTL 604. Research Practicum. 3 Hours.

Semester course; 3 lecture hours. 3 credits. Prerequisite: SPTL 603. Focuses on conceptualizing and writing a professional paper or the first part of a research study on a topic in sport leadership chosen by the student in consultation with the instructor and adviser. Emphasizes problem identification, literature review and research design.

SPTL 607. Field Instruction. 3 Hours.

Semester course; 150-360 clock hours. 3 credits. Enrollment only by permission of adviser. Application of theoretical knowledge as a practicing professional in a recreation, parks or sport agency or enterprise. A faculty member and field supervisor assess basic knowledge, attitudes and skills necessary to function as a provider or manager of leisure services or sports system.

SPTL 608. Sport and Entertainment Event Development. 3 Hours.

I Semester course; 3 lecture hours. 3 credits. The first semester of a two-course sequence designed to allow graduate students to acquire the fundamental skills needed to plan events in all areas of the sport and entertainment industry, including planning and event design, understanding financial contracts, facility and security risk management, marketing and promotions, and implementation and control methods. By the completion of the sequence (SPTL 608/SPTL 610), students will have designed, planned and implemented an actual event that will take place at the end of the spring semester.

SPTL 610. Sport and Entertainment Event Development. 3 Hours.

II Semester course; 3 lecture hours. 3 credits. Prerequisite: SPTL 608. Designed to allow graduate students to acquire the fundamental skills needed to plan events in all areas of the sport and entertainment industry, including planning and event design, understanding financial contracts, facility and security risk management, marketing and promotions, and implementation and control methods. By the completion of the two-course sequence (SPTL 608/SPTL 610), students will have designed, planned and implemented an actual event that will take place at the end of the spring semester.

SPTL 622. Sport Consumer Behavior. 3 Hours.

Semester course; 3 lecture hours. 3 credits. This course focuses on the importance of understanding consumer behavior within contemporary sport. Students will gain an appreciation for how understanding and influencing sport consumer behavior is a fundamental marketing/management strategy, and how an understanding of consumers (fans) enables sport marketers and managers to more effectively meet the needs of buyers in the market. The course explores psychological, social, situational and marketing factors that influence the selection and usage of sport products and services.

SPTL 623. Sport and the Environment. 3 Hours.

Semester course; 3 lecture hours. 3 credits. This course is designed to explore the relationship between sport and the environment. Specifically, the course will investigate the ways in which sport (participant and spectator) affects the natural environment, the ways the natural environment affects sport and the stewardship role sport can play with respect to environmental issues.

SPTL 630. Sociology of Sport. 3 Hours.

Semester course; 3 lecture hours. 3 credits. Restricted to sport leadership majors. Provides a systematic study of human behavior as it occurs in and is influenced by social groups, institutions, organizations and societies. Provides an understanding of sport as a social phenomenon and examines principles that govern social behavior and sport. Identifies the consequences of various social structures and critically examines these consequences based on the student's own ethical and moral positions.

SPTL 631. Contemporary Issues in Sport. 3 Hours.

Semester course; 3 lecture hours. 3 credits. Restricted to sport leadership majors. Provides the opportunity to investigate contemporary issues in sports today. Issues utilized for discussion include ethics and values in sport, athlete's rights and issues, ownership rights and issues, media in sports and media's impact on sports, sports agents, women in sport business, Title IX and gender equality, and the NCAA.

SPTL 632. Sport Business. 3 Hours.

Semester course; 3 lecture hours. 3 credits. Restricted to sport leadership majors. Provides an in-depth examination of pertinent aspects of business and law as applied to the sports industry. Topics include contract and tort, risk and reliability, organization structure and management, budget and business plans, and facility management. Provides the basic principles of business and law necessary for successful entry into sports related careers.

SPTL 633. Marketing of Sport. 3 Hours.

Semester course; 3 lecture hours. 3 credits. Will familiarize the student with practical aspects of sports marketing including the dynamic nature of sport marketing and the importance of branding. Through lecture and case-study analysis, the course will provide students with the understanding of the importance of marketing theory and fundamentals specific to the marketing of sport. Designed to introduce students to marketing within the sport industry, including understanding the unique aspects of sport as product, the sport consumer market and the sport product market.

SPTL 634. Foundations of Coaching. 3 Hours.

Semester course; 3 lecture hours. 3 credits. Restricted to sport leadership majors. Acquaints the student with principles, techniques and functions related to coaching and administrative fundamentals for any sport. Special emphasis on communication, motivation, organization and team building for success. Provides an understanding and overview of multiple elements that contribute to successful and productive coaching of athletes and managing athletics programs.

SPTL 635. Leadership Models in Sport. 3 Hours.

Semester course; 3 lecture hours. 3 credits. Enrollment is restricted to sport leadership majors. Acquaints the student with principles, techniques and functions related to management and leadership in all organizations. Focuses on the impact of leadership on organizations and their members. Discusses key ingredients of successful management and visionary leadership.

SPTL 640. Sport Media and Communications. 3 Hours.

Semester course; 3 lecture hours. 3 credits. An examination of the converging worlds of journalism, public relations, marketing and advertising as expressed in the new commercial reality of sport. Students will be provided with a history of sports media and the changes the media has undergone in recent years. Students will learn the many reasons media relations are important as well as methods to make sure those relations are strong with sport entities. Students will also have the opportunity to be placed in the media chair and produce written material as a reporter covering a team or an athletic program.

SPTL 641. Sports Psychology. 3 Hours.

Semester course; 3 lecture hours. 3 credits. An overview of the discipline of sports psychology designed to facilitate an understanding and application of mental skills as well as to provide an understanding of other applied domains, such as life skills within sport psychology. Goal setting, relaxation, imagery, burnout and communication are some of the key issues examined.

SPTL 642. Sport Ethics. 3 Hours.

Semester course; 3 lecture hours. 3 credits. Offers an application of the tools of moral reasoning and ethics to the management of sports and recreation programs. This class places students in ethical decision-making situations within the sport industry and provides the tools necessary to effectively navigate these circumstances.

SPTL 643. Sport Law. 3 Hours.

Semester course; 3 lecture hours. 3 credits. An application of basic principles of law to the management of sports, events, teams, organizations, educational institutions and facilities. This course will involve the study of the application of various legal doctrines to a broad range of sports-related activities. Particular areas of the law that will be discussed include contracts, labor law, antitrust, taxation, torts, remedies, arbitration and constitutional law.

SPTL 644. NCAA Collegiate Coaching. 3 Hours.

Semester course; 3 lecture hours. 3 credits. Designed to prepare students for the daily responsibilities of assistant and head NCAA coaches by gaining knowledge and confidence through working with camps, managing a budget and developing an understanding of the NCAA rules and regulations. At the conclusion of the course, students will understand the many principles needed to be a successful coach at the collegiate level.

SPTL 645. Sales and Development. 3 Hours.

Semester course; 3 lecture hours. 3 credits. Designed to provide students with an in-depth analysis of sales and fundraising management, emphasizing strategies and techniques, sales presentations, professional image, product/service knowledge, customer relations, sales ethics, and return-on-investment. Additional topics will explore various aspects of development including annual fund management, corporate and foundation relations, prospect research, special events, major gifts, capital campaigns and gift planning.

SPTL 646. Facilities and Event Development. 3 Hours.

Semester course; 3 lecture hours. 3 credits. Designed to help graduate students acquire the fundamental skills needed to plan different types of events, from facility design to determining the nuts and bolts of event design and implementation.

SPTL 647. Global Sports Issues. 3 Hours.

Semester course; 3 lecture hours. 3 credits. Designed to provide a systematic study of human behavior as it occurs in and is influenced by social groups, institutions, organizations and societies pertaining to sports beyond the United States. Through this course students will gain a better understanding of sport as a social phenomenon (economically, politically, religiously, educationally, etc.) throughout the world.

SPTL 648. Issues in College Athletics. 3 Hours.

Semester course; 3 lecture hours. 3 credits. This course seeks to identify contemporary issues and challenges in intercollegiate athletics. A primary objective is that students be cognizant of issues and concerns in sport, which may have a direct bearing in their future involvement in sport at the collegiate level. In addition, students will be encouraged to think critically about the current state of intercollegiate athletics and provide practical solutions for the sustainable growth and prosperity of athletic departments, student-athletes and institutions of higher education.

SPTL 650. European Model of Sport. 3 Hours.

Semester course; 3 lecture hours. 3 credits. An opportunity for students to get a first-hand examination of how sports principles and techniques are carried out overseas. Students will learn the global business of sport through class sessions, tours and events with top sport professionals in Europe. This class provides an excellent chance to gain access to a distant market and build contacts and networks, while growing culturally in the understanding of sport on a global scale.

SPTL 651. Advanced Coaching Techniques. 3 Hours.

Semester course; 3 lecture hours. 3 credits. Enrollment is restricted to students in the coaching track. Designed to provide students who have career aspirations of coaching an in-depth analysis of the profession and its challenges. Students will examine topics including coaching philosophies, networking, recruiting, marketing, fundraising, crisis management and other pertinent topics.

SPTL 691. Topics in Sport Leadership. 1-3 Hours.

Semester course; 1-3 lecture hours. 1-3 credits. May be repeated for 9 credits. Check with department for specific prerequisites. A course for the examination of specialized issues, topics, readings or problems in sport leadership.

SPTL 692. Independent Study. 1-3 Hours.

Semester course; 1-3 independent study hours. 1-3 credits. May be repeated for a maximum of 9 credits. Determination of the amount of credit and permission of the instructor and department chair must be procured prior to registration. Cannot be used in place of existing courses. An individual study of a specialized issue or problem in recreation.

SPTL 695. Externship. 1-6 Hours.

Semester course; 1-6 field experience hours. 1-6 credits. May be repeated for a total of 6 credits. Enrollment is restricted to sport leadership majors and requires permission of the fieldwork supervisor or executive director, and completion of 24 graduate credits. Plan of work designed by the extern with prior approval of the offering program. Off-campus planned experiences for advanced graduate students designed to extend professional competencies in recreation, parks and sport leadership. Directed by university faculty in cooperation with placement site directors.

SPTL 701. Seminar in Sport Research. 1-3 Hours.

Semester course; 1-3 lecture hours. 1-3 credits. Must be taken for a total of 3 credits. Restricted to students in the sport leadership track of the Ph.D. in Education program. Provides students with a broad, comprehensive understanding of academic research as it relates to the sport industry. This course is designed to fully engage students in the research process, including exploration of journals in the area of sport management and leadership, developing a literature review, overview of the manuscript review process and collaboration with faculty within the university and across the country. Students will also learn to prepare for academic research presentations at regional and national conferences and submit first-author manuscripts for scholarly journals.

SPTL 702. Seminar in Sport Leadership and the Profession. 3 Hours.

Semester course; 3 lecture hours. 3 credits. Restricted to students in the sport leadership track of the Ph.D. in Education program. The course is designed to provide students with a broad, yet comprehensive preparation for a career in academe and offer a general sense of university structure and of the breadth of opportunities in higher education. Students will also explore their vision of "being a professor" and discuss timely and pressing topics in the field of sport leadership and academia, as well as receive assistance in the job-search process.