

SPORT LEADERSHIP (SPTL)

SPTL 240. Sport Media and Communications. 3 Hours.

Semester course; 3 lecture hours. 3 credits. This class will spotlight the converging industries of journalism and technology as expressed in the new commercial reality of sport and fitness. Students will dissect the latest data detailing how sports fans consume information and which media platforms they engage to consume it. Students will be provided with a history of sport and fitness media, the sweeping changes the media has undergone in recent years and a glimpse of the future of sport media. Students will learn the many reasons media relations are important and learn methods to strengthen those relationships with sport entities. This class will also examine the art of communication, both verbal and nonverbal, and the ability to communicate effectively through public speaking, multimedia presentations and everyday conversation.

SPTL 246. Sport and Fitness Facilities and Event Management. 3 Hours.

Semester course; 3 lecture hours. 3 credits. This course is designed to help students acquire the fundamental skills needed to operate sport and fitness facilities and plan various types of events, from facility and security management to event design and implementation. The course also offers an understanding of facility and event marketing and advertising. By the end of the semester, students will have the foundation of risk management and designing, planning and implementing a variety of events.

SPTL 332. The Business of Sport and Fitness. 3 Hours.

Semester course; 3 lecture hours. 3 credits. This course is designed to examine the principles and practices of financial management in diverse sport, fitness and entertainment service settings. Students will explore the basic concepts of financial planning and analysis required to effectively manage a successful operation. Concepts related to finance, accounting, economics and general management principles will be examined.

SPTL 333. Sport and Fitness Marketing. 3 Hours.

Semester course; 3 lecture hours. 3 credits. This course will familiarize students with practical aspects of sport and fitness marketing, including market segmentation, consumer behavior and the importance of sponsorship. Through lecture, discussion and case studies, the course will provide students with an understanding of the importance of marketing theory and fundamentals specific to the marketing of and through sport and fitness. This class is also designed to introduce students to marketing within the sport and fitness industry, including understanding the unique aspects of sport as a product, the sport consumer market and the sport product market.

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 and Analytics in Sport. 3 Hours.

Semester course; 3 lecture hours (delivered online, face-to-face or hybrid). 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 and analytics, both important aspects 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 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 (delivered online, face-to-face or hybrid). 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 625. Team Dynamics in Sport. 3 Hours.

Semester course; 3 lecture hours (delivered online, face-to-face or hybrid). 3 credits. Enrollment is restricted to students in the sport leadership program. Acquaints the student with the need for groups within the sport industry. This course will also explore the transitions teams go through from forming through adjourning. Focuses on the different types of team and individual success while discussing typical pitfalls of teams and strategies to avoid them.

SPTL 630. Sociology of Sport. 3 Hours.

Semester course; 3 lecture hours (delivered online, face-to-face or hybrid). 3 credits. Enrollment is restricted to students in the M.S.L. program. 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 632. Sport Business. 3 Hours.

Semester course; 3 lecture hours (delivered online, face-to-face or hybrid). 3 credits. Enrollment is restricted to students in the M.S.L. program. 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 (delivered online, face-to-face or hybrid). 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 (delivered online, face-to-face or hybrid). 3 credits. Enrollment is restricted to students in the M.S.L. program. 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 (delivered online, face-to-face or hybrid). 3 credits. Enrollment is restricted to students in the M.S.L. program. 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 (delivered online, face-to-face or hybrid). 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 (delivered online, face-to-face or hybrid). 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 (delivered online, face-to-face or hybrid). 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 (delivered online, face-to-face or hybrid). 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 Coaching. 3 Hours.

Semester course; 3 lecture hours (delivered online, face-to-face or hybrid). 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 (delivered online, face-to-face or hybrid). 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 (delivered online, face-to-face or hybrid). 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 (delivered online, face-to-face or hybrid). 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 (delivered online, face-to-face or hybrid). 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 691. Topics in Sport Leadership. 1-3 Hours.

Semester course; 1-3 lecture hours (delivered online, face-to-face or hybrid). 1-3 credits. May be repeated for nine 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.