

SPORT MANAGEMENT

The Sport Management curriculum is designed to prepare students for employment in any of the following settings: corporate fitness programs, fitness clubs, facility/event management, private sport clubs, athletics, sports business, sport governing bodies, YMCA/YWCA, and professional sport franchises. The capstone course of the Sport Management major is SPMT 48000 Sport Management Internship. There is an application procedure for this course which includes the Sport Management Program Director's consent, and the successful completion of SPMT 47100 Sport Management Pre-Internship Seminar. Further information regarding the consent process and specific prerequisite courses is available from the Sport Management Program Director.

Programs Bachelor

- Sport Management / Bachelor of Arts (<https://catalog.lewisu.edu/undergraduate/business/sport-management/sport-management-bachelor-arts/>)
- Sport Management / Bachelor of Science (<https://catalog.lewisu.edu/undergraduate/business/sport-management/sport-management-bachelor-science/>)

Minor

- Sport Management for Business Majors / Minor (<https://catalog.lewisu.edu/undergraduate/business/sport-management/sport-management-minor-business-majors/>)
- Sport Management for Non-Business Majors/ Minor (<https://catalog.lewisu.edu/undergraduate/business/sport-management/sport-management-non-business-majors-minor/>)

Courses

SPMT 20200 - Introduction to Sport Management (3)

An orientation course to examine the field sport management. This course focuses on the activities of a club, recreational, corporate or competitive sport manager. The student will be required to research and/or shadow a professional in the field.

SPMT 20600 - Sport Management Field Experience 1 (1)

This course is designed to serve as a tool to explore career options and develop realistic expectations in Sport Management in either a profit or not-for-profit setting. Students will job shadow a leader (general manager, athletics director, owner, etc) for a minimum of forty hours. Emphasis will be placed on the search process (identifying individual interests and matching them with appropriate organizations), the application process (telephone, written contact, and interviewing skills/strategies), the orientation process (establishing measurable outcomes and asking appropriate questions), and the job shadowing process (following and learning from a leader in the sport field). This is a graded course.

Attributes: Experiential Learning Gen Ed

SPMT 25800 - Sport Leadership (3)

This course is designed to increase student's knowledge of leadership principles, skills, and qualities; to develop a better understanding of strategies and skills required for sports and exercise program/organization development; and to apply this knowledge in order to provide quality experiences for program participants. Special emphasis will be placed on developing teamwork, enhancing group communications, and facilitating individual and organizational change and growth in a sport and exercise environment. This course includes practical applications of leadership.

SPMT 26000 - History and Sociology of Sport (3)

This course provides a historical examination of the development of sports and their effects on society.

SPMT 28100 - Sport Promotions and Sales (3)

An overview of conceptualization and marketing of sporting events to participants, spectators, and sponsors. Particular emphasis is placed on design and pricing of sponsorship packages so corporate needs are met.

SPMT 30200 - Sports Management Field Experience 2: Sport Business Work Experience (1)

This course is designed to provide the Sport Management majors with practical work experience in the sport business field. Emphasis will be placed on the application of Sport Management strategies and skills in a work environment for a minimum of 50 hours. This is a graded course. Prerequisite: SPMT 20600

Attributes: Experiential Learning Gen Ed

SPMT 31400 - Sport Finance (3)

Study of the sources of revenue for financing sport, including the public and private sectors, governments, memberships, fees, taxes, bonds, and trademark licensing. Focus on principles and methodology of fundraising.

SPMT 31600 - Public Relations for Sport Organizations (3)

This course is designed to introduce students to the role of effective public relations in the sport industry. The nature and function of public relations will be examined in a variety of sport settings. Emphasis will be placed on the integration of public relations into the organization's strategic plan. Creating campaigns, developing media relationships, staging media events, providing information services, utilizing the internet and social networks, communicating with internal and external publics, dealing with crisis, and addressing legal and ethical issues are explored.

SPMT 36000 - Sport Program Administration (3)

This course studies the administrative aspects of fitness, recreational and school athletics programs. Students review the developmental aspects of program implementation and operational practices, such as public relations, budgeting, office management, program marketing and program review.

Prerequisite: SPMT 25800 (may be taken concurrently) or SPEX 25800 (may be taken concurrently)

SPMT 36200 - Facility and Event Management (3)

This course will provide the student direction for carrying out the day-to-day managerial and operational responsibilities of a sport-related facility. It will also provide the student with methods for inspecting, repairing and replacing equipment and facilities.

SPMT 36700 - Ethics and Governance of Sport (3)

This course is designed to introduce students to the processes of ethical decision-making and effective governance of sport. Emphasis will be placed on governing in an ethical, moral, socially responsible, and legal way in the sport and fitness industry. Ethics/governance models, codes of ethics, and value-based decision-making will be covered. Specific areas to be addressed include competition, sportsmanship, winning/losing, cheating, rules and regulations, violence, drugs, alcohol, racism, gender equity, amateurism (Olympic/Para-Olympic, international, youth, and senior recreation), sports, appropriate marketing/advertising, and human resource management.

Prerequisite: SPMT 20200

SPMT 37300 - Community Relations in Sport Organizations (3)

This course is designed to provide students with a focused knowledge and application of sport community relations strategies. Community relations efforts will foster goodwill, promote responsibility, improve public image and organizational morale, and potentially generate new business.

SPMT 37400 - Revenue Generation in Sport Organizations (3)

This course is designed to provide students with a focused knowledge and application of sport sponsorships, fundraising, and ticket sales. This study will address the evolution, benefits, and analysis of partner needs, prospecting for sponsors/donors/customers, proposal development, and securing, managing, and evaluating sport revenue opportunities.

SPMT 38000 - Legal Aspects and Risk Management in Sport (3)

This course looks at liability issues related to the business of sport and presents a comprehensive review of risk management, loss prevention, and safety/health relevant to sport and physical activity. Specific areas emphasized include business operations, facility management, event management, athletic training and coaching.

SPMT 39100 - Current Issues in Sport Management (3)

Students study current Sport Management issues using various techniques in a seminar setting. Emphasis is on student participation and integrating knowledge gained from previous Sport Management courses.

Prerequisite: SPMT 20200

SPMT 39200 - Performance Models and Data in Sports (3)

This course examines the growing importance of data and analytics in sport. In this course students will learn to apply the basic analytical skills of identifying problems, designing models, collecting data, analyzing data, interpreting information and communicating findings in various sport settings.

SPMT 39300 - International Sport (3)

This course examines the growing influence of globalization on sport development and sport industry. In this course students will study the historical development of global sporting organizations and competitions, and analyze the influence different political, legal, business and cultural environments have on models of sport in international settings.

SPMT 41000 - Research in Sport Management (3)

This course covers identification and evaluation of research problems, interpretation of research in sport science related areas, sport management, recreation, facilities, and basic statistical analysis.

SPMT 47100 - Sport Management Pre-Internship Seminar (1)

This course is designed to prepare students for a quality sport management internship. Emphasis will be placed on the process and steps prior to the internship. Internship search and inquiry, letter of interest, application and interview processes, resumes, portfolio development, and internship requirements and procedures will be covered. Student work prior to the internship will be critical to a highly successful and rewarding internship.

Attributes: Experiential Learning Gen Ed

SPMT 48000 - Sport Management Internship (3)

This internship requires students, with the assistance of the Program Director, to locate an internship position in a sport setting. This course provides the opportunity for supervised, practical experience in the administration of the programs and the leadership skills. Students must complete 250 hours of practical experience during the semester. The internship must be arranged during the semester prior to enrollment and must be approved by the Program Director. The student must complete the Internship Proposal Form by the appropriate deadline and the proposal must be accepted by the Program Director, have completed HUPR 17100 First Aid, and have earned a cumulative GPA of 2.5 or above in prerequisite courses listed in the Catalog.

Prerequisite: SPMT 47100

Attributes: Experiential Learning Gen Ed