

SPORTS ADMINISTRATION (SPAD)

SPAD 15000 INTRODUCTION TO SPORT ADMINISTRATION 3 Credit Hours

This course is designed to introduce students to the field of sport administration. Students will be made aware of the career options available to them in the sport management profession. All course materials, assignments and class discussions will emphasize both the understanding and application of key concepts across various aspects of the sport industry. Students will also be introduced to the sport administration major curriculum and requirements. Recommend first course in the sport administration program sequences.

Prerequisite: None.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

SPAD 15015 ORIENTATION TO PROFESSIONAL GOLF MANAGEMENT 1 Credit Hour

An overview of opportunities and responsibilities in the golf profession. Emphasis on concepts, techniques and practices of teaching golf skills; understanding the PGA Constitution, rules of golf, tournament golf operations and golf car fleet management.

Prerequisite: Special approval.

Schedule Type: Lecture

Contact Hours: 1 lecture

Grade Mode: Standard Letter

SPAD 25000 SPORT IN SOCIETY (DIVD) 3 Credit Hours

Analysis of how sport relates to the social relations and cultural values of United States society. The course is framed by a critical evaluative perspective, examining how social class, ethnicity, race and gender relations contour sport practices.

Prerequisite: Sophomore standing.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

Attributes: Diversity Domestic

SPAD 25092 PRACTICUM I IN SPORT ADMINISTRATION (ELR) 1-3 Credit Hours

(Repeatable for credit) A 105-hour (per credit) field experience in a sport management setting.

Prerequisite: Special approval from instructor.

Schedule Type: Practicum or Internship

Contact Hours: 7-21 other

Grade Mode: Satisfactory/Unsatisfactory-IP

Attributes: Experiential Learning Requirement

SPAD 25192 PRACTICUM IN PROFESSIONAL GOLF MANAGEMENT I (ELR) 1-3 Credit Hours

(Repeatable for a maximum of 3 credit hours) A cumulative 105-hour (per credit) on-campus seminar and field experience in a professional golf management setting.

Prerequisite: SPAD 15015 and SPAD 25015 and special approval.

Schedule Type: Practicum or Internship

Contact Hours: 7-21 other

Grade Mode: Satisfactory/Unsatisfactory-IP

Attributes: Experiential Learning Requirement

SPAD 35021 GOVERNANCE IN SPORT 3 Credit Hours

Issues of governance in amateur and professional sports.

Prerequisite: None.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

SPAD 35025 FACILITY MANAGEMENT 3 Credit Hours

Overview of planning, staffing, marketing and managing sport facilities and complexes. The primary emphasis in this course is on management, personnel and operations issues.

Prerequisite: Junior or Senior standing.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

SPAD 35065 HISTORY AND PHILOSOPHY OF SPORT AND PHYSICAL ACTIVITY (WIC) 3 Credit Hours

Historical and philosophical foundations of sport and physical education; a study of factors influencing pedagogical, curricular and evaluation decisions in sport and physical education programs today.

Prerequisite: None.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

Attributes: Writing Intensive Course

SPAD 35092 PRACTICUM II IN SPORT ADMINISTRATION (ELR) 1-3 Credit Hours

(Repeatable for credit) A 105-hour (per credit) field experience in a sport management setting.

Prerequisite: SPAD 25092 and special approval from instructor.

Schedule Type: Practicum or Internship

Contact Hours: 7-21 other

Grade Mode: Satisfactory/Unsatisfactory-IP

Attributes: Experiential Learning Requirement

SPAD 35192 PRACTICUM IN PROFESSIONAL GOLF MANAGEMENT II (ELR) 1-3 Credit Hours

(Repeatable for a maximum of 3 credit hours) A cumulative 105-hour (per credit) on-campus seminar and field experience in a professional golf management setting.

Prerequisite: SPAD 15015 and SPAD 25015 and SPAD 25192 and special approval.

Schedule Type: Practicum or Internship

Contact Hours: 7-21 other

Grade Mode: Satisfactory/Unsatisfactory-IP

Attributes: Experiential Learning Requirement

SPAD 45015 GOLF MANAGEMENT II 2 Credit Hours

An in-depth study of the business of golf. Topics include maintaining a high performance work environment and motivating techniques for staff, delegating assignments, managing performance problems, merchandise assortment plans, vendor relations, inventory management and merchandise display and promotion.

Prerequisite: SPAD 15015 and SPAD 25015 and SPAD 35015.

Schedule Type: Combined Lecture and Lab

Contact Hours: 1 lecture, 1 lab

Grade Mode: Standard Letter

SPAD 45021 ORGANIZATION AND ADMINISTRATION OF ATHLETICS 3 Credit Hours

An understanding of theories necessary to run an efficient athletic department at all levels, including budgeting, leadership and administrative theory, organizational structure, personnel, legal issues and facilities.

Prerequisite: None.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

SPAD 45022 EVENT PLANNING AND PRODUCTION 3 Credit Hours

(Cross-listed with SRM 55022) Students learn the proper planning process that all sports events undergo. Students then apply these concepts in actual events that they develop and hold.

Prerequisite: Junior or Senior standing and MKTG 25010.

Schedule Type: Combined Lecture and Lab

Contact Hours: 3 other

Grade Mode: Standard Letter

SPAD 45023 SPORT MARKETING 3 Credit Hours

The course, which is designed around market planning, examines how to formulate market ideas, incorporate market research, select segmentation, targeting and positioning strategies, implement sales and promotion strategies and assess control procedures within the sport and entertainment industry.

Prerequisite: MKTG 25010.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

SPAD 45024 SPORT IN GLOBAL PERSPECTIVE 3 Credit Hours

(Slashed with SRM 55024) Students critically analyze how sport relates to general features of globalization and the connection between global and local politics (including ethnic, religious, gender, environmental and sociospatial politics). The underlying assumption is that sport is part of a growing network of global interdependencies that bind human beings together.

Prerequisite: Senior standing.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

SPAD 45026 SPORT AND THE MEDIA 3 Credit Hours

(Cross-listed with SRM 55026) An introduction to current scholarship and issues concerning sport and the media, including critical analysis of media representations with attention to gender, race, sexuality and disability, an examination of the structure of sports journalism and production; and a general analysis of the role of mediated sport in our culture. As such, the roles of institutions, producers, texts and audiences and their relationships to each other are examined.

Prerequisite: Junior or senior standing.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

SPAD 45027 PUBLIC RELATIONS AND PROMOTION IN SPORT 3 Credit Hours

Issues in public relations and promotion of sport such as advertising, crisis management, sales promotion and atmospherics.

Prerequisite: MKTG 25010.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

SPAD 45029 HISTORY AND CURRENT ISSUES IN COLLEGIATE ATHLETICS 3 Credit Hours

Examination of the historical development of athletics within American institutions of higher learning with an emphasis upon concepts and ideals that underlie the developments and the major problems affecting contemporary intercollegiate athletics.

Prerequisite: None.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

SPAD 45030 SPORT ENTERPRISE (WIC) 3 Credit Hours

This is a capstone course for sport administration majors. The course which is designed around business planning for sport, examines how to formulate business ideas, select a legal form of organization, locate financing sources, assess the market, develop a human resource management system and establish budget control.

Prerequisite: Senior standing and special approval.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

Attributes: Writing Intensive Course

SPAD 45031 SPORT TOURISM 3 Credit Hours

(Cross-listed with RPTM 45031) (Slashed with SRM 55031) Incorporates both theoretical learning of travel for sports as a global phenomenon and application of such knowledge in hosting a sporting event with travel as the focus. The experiential, cultural, and economic aspects of sport tourism are examined. Students demonstrate their ability to prepare a sport tourism plan upon the completion of the course.

Prerequisite: Junior or Senior standing.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

SPAD 45032 SALES MANAGEMENT IN SPORT AND ENTERTAINMENT 3 Credit Hours

Introduce students to the area of sales-force management in sport and entertainment. Historical, theoretical and conceptual frameworks will be thoroughly examined, as well as functions, activities, and skills of the professional salesperson in this modern age of information and technology.

Prerequisite: Junior or Senior standing.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

SPAD 45033 CHANGE YOUR MIND, GAME AND LIFE 1 Credit Hour

Focuses on mental training to enhance sport performance and also it provides personal growth experiences that impact all of life. The course is designed to assist students in tapping into their inner potential by refocusing their mind. It teaches students that they are responsible for their own life experiences. Students learn that the things they want most in their lives are found within themselves and that they can take responsibility for their upsets.

Prerequisite: None.

Schedule Type: Lecture

Contact Hours: 1 lecture

Grade Mode: Standard Letter

SPAD 45091 SEMINAR FOR INTERNSHIP PREPARATION 1 Credit Hour

(Repeatable for credit) This course prepares the students for the internship experience in sport administration. Students must successfully complete this course prior to registering for internship.
Prerequisite: 2.500 cumulative GPA and Senior standing and special approval.

Schedule Type: Seminar

Contact Hours: 1 other

Grade Mode: Standard Letter

SPAD 45092 INTERNSHIP IN SPORT ADMINISTRATION (ELR) 3-12 Credit Hours

(Repeatable for credit) Supervised full-time experience providing knowledge of overall agency operation in approved sport management setting. 50 contact hours per credit hour.

Prerequisite: SPAD 35092 and SPAD 45091; 2.500 cumulative GPA; and special approval.

Schedule Type: Practicum or Internship

Contact Hours: 10-40 other

Grade Mode: Satisfactory/Unsatisfactory-IP

Attributes: Experiential Learning Requirement

SPAD 45096 INDIVIDUAL INVESTIGATION IN SPORT ADMINISTRATION 1-3 Credit Hours

(Repeatable for a maximum of 12 credit hours) Individual investigation in sport administration. Faculty approval is required.

Prerequisite: Sport Administration (SPAD) major and special approval.

Schedule Type: Individual Investigation

Contact Hours: 1-3 other

Grade Mode: Standard Letter-IP

SPAD 45192 INTERNSHIP IN PROFESSIONAL GOLF MANAGEMENT (ELR) 2-12 Credit Hours

(Repeatable for credit) Supervised full-time experience providing knowledge of overall agency operation in approved sport administration, professional golf management setting. 100 contact hours per credit hour with seminar interactive requirements.

Prerequisite: SPAD 15015 and SPAD 25015 and SPAD 25192 and special approval.

Schedule Type: Practicum or Internship

Contact Hours: 13-80 other

Grade Mode: Satisfactory/Unsatisfactory-IP

Attributes: Experiential Learning Requirement

SPAD 46028 SPORT IN FILM 3 Credit Hours

Critically evaluates the role of sport in film as it relates to a variety of issues in society.

Prerequisite: None.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

SPAD 46080 LEGAL ISSUES IN SPORT AND RECREATION 3 Credit Hours

(Slashed with SRM 56080) A discussion of legal issues as they apply to the sport and recreation industries.

Prerequisite: Junior or Senior standing.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

SPAD 46095 SPECIAL TOPICS IN SPORT ADMINISTRATION 1-3 Credit Hours

(Repeatable for credit) Special topics in Sport Administration.

Prerequisite: None.

Schedule Type: Lecture

Contact Hours: 1-3 lecture

Grade Mode: Standard Letter