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: None.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter
Attributes: Diversity Domestic

SPAD 25015 INTRODUCTION TO GOLF PROFESSIONAL TRAINING PROGRAM 2 Credit Hours
An overview of the Professional Golfers Association of America’s golf professional training program (GPTP). An in-depth review of the GPTP standards emphasizing PGA level-one checkpoint requirements is provided and includes portfolio development and self-studies.
Prerequisite: SPAD 15015.
Schedule Type: Combined Lecture and Lab
Contact Hours: 2 lecture, 1 lab
Grade Mode: Standard Letter

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 25021 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

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