

## **Core Courses**

### **SPRT600 Research Methods in Sport Science (3 Credits)**

An application of historical, descriptive and experimental research strategies and designs to sport and physical activity. This course prepares graduate students to design, conduct, and report research. Emphasis is placed upon planning research, utilizing research methods, and interpreting results.

### **SPRT 644 Sport in the Global Marketplace (3 Credits)**

This course explores the international sport business including the production and consumption of professional and Olympic-linked sport and the impact of globalization in sport. Themes explored include imperialism, globalization, commercialization, the Cold War, marketing, comparative sport models of participation and spectating.

### **SPRT602 Ethics in Sport (3 Credits)**

An advanced interpretation of moral issues in sport examining the meaning and significance of values and ethics issues in sport, including ethical decision-making, towards the formulation of a professional philosophy of sport and physical activity. Intended to help foster critical thinking skills, to interpret the philosophical and ethical background of sport, and to cultivate written communication skills.

## **Required Courses (15-18 Credits)**

### **SPRT621 Financial Management in Sport (3 Credits)**

Designed to evaluate the financial aspects of sport including traditional and innovative revenue producing strategies available to sport organizations. Topics include financial challenges at diverse levels, facility financing, public subsidization and support, budgeting and economic impact analysis.

### **SPRT622 Marketing and Public Relations in Sport (3 Credits)**

Designed to evaluate the marketing and public relations strategies used by sport organizations to increase brand awareness, brand/fan loyalty, and brand/fan identification.

### **SPRT624 Advanced Field Experience (6 Credits) – Field Experience option**

An emphasis on the development of practical, on-the-job skills and experience through work with a sponsoring entity under the supervision of an approved mentor in an area related to sport administration. Requires full-time, on-the-job work and may or may not include financial compensation. The Advanced Field Experience is demanding of the student's skills and abilities and requires an advanced degree of preparation, initiative, and responsibility to complete successfully and, as such, is considered a culminating experience.

### **SPRT630 Capstone in Sport Science (3 Credits) – Capstone Option**

Facilitate the design, development and implementation of a capstone project in sport science. Students are required to conduct a comprehensive synthesis of the literature on an approved topic in sport science and complete either a research, strategic management or policy project in accordance with accreditation standards of the Commission on Sport Management Accreditation (COSMA).

### **SPRT 640 The Global Soccer Industry (3 Credits)**

This course provides management and sport science students with an in depth understanding of the organization, administration, marketing, sponsorship, law, and policy issues in international soccer with particular reference to the major soccer leagues such as the Premier League (England), La Liga (Spain), Serie A (Italy), Bundesliga (Germany), etc. The European Champions League, and major governing bodies such as FIFA and UEFA. The interface with MLS and soccer in the United States and the global soccer industry also will be explored.

### **SPRT 642 International Sport Organization and Governance (3 Credits)**

This course is an exploration of sport organization and governance in the international context with a focus on international federations, professional leagues and comparative analyses of governmental sporting policies. Students will explore the roles of imperialism and globalization on international development since the late nineteenth century. Students will examine the place of sport and international events such as the Olympics and World Cup within this context.

### **Elective Courses (3-6 credits)**

#### **SPRT601 Sport in American Culture (3 Credits)**

A comprehensive examination of the sociocultural environment in which sport exists, including detailed evaluation of the impact of such issues as gender, race, media, social stratification, ethnicity, mass media and commercialization, politics, and leadership from historical and contemporary sociocultural perspectives. It is designed to focus on American cultural ideologies throughout history and their interplay with both amateur and professional sport.

#### **SPRT615 Seminar in Sport Science (3 Credits)**

An intensive seminar approach to the study of sport science. The course will address contemporary issues and emerging trends in sport science and examine their historical and cultural significance. Specific topics will vary and may be repeated if topic under study is different.

#### **SPRT620 Leadership in Sport Organization (3 Credits)**

Interpret effective management practices including policy development, human resource management, negotiation, resource allocation, labor relations and conflict resolution based on analysis of current organizational and leadership theory. Focus on the successful development

and implementation of organizational goals through use of existing research and student event management.

**SPRT623 Legal and Policy Issues in Sport (3 Credits)**

An evaluation of law and policy as they relate to the specific domain of sport. The course will interpret existing legal precedents and current federal, state and local policies that influence contemporary sport administration. Specific topics include contracts, torts, Title IX, the American Disability Act, civil rights policy and constitutional law. This course will evaluate the relevance of court cases and existing policy for sport administrators.