

2017-2018 Sport Business Course Descriptions

Sport Business

SPB 100 Introduction to Sport Business. An investigation of the principles of the sport and recreation business. 4 Semester Hours. (typically offered fall and spring semesters)

SPB 199 Special Topics in Sport Business. See All-University 199 course description.

SPB 200 Sport Event and Venue Management. Planning and organizing sport and recreation events. Included will be facility management and legal considerations. Prerequisite: SPB 100 or permission of instructor. 4 Semester Hours. (typically offered fall and spring semesters)

SPB 210 Analytics, Business Intelligence & New Media in Sport. This course explores basic concepts and the role analytics, business intelligence and new media play in sport. Throughout the course, discovery and communication of meaningful patterns in data are reviewed and applied to improve sport business performance. The course also explores the evolution of digital media technologies and their impact in sport business and considers tools to measure engagement and activity. Prerequisite: SPB 100 or permission of instructor. (offered fall and spring semesters). 4 Semester Hours.

SPB 230 Introduction to Sport Sales. Sport businesses succeed based upon their ability to generate revenue. Focusing primarily on ticket sales, this course examines the importance of sales to a sport organization, introduces the steps and strategies of the sales process, and looks at the legitimacy of sales as a career path. Prerequisite: SPB 100 or permission of instructor. 4 Semester Hours. (typically offered fall and spring semesters)

SPB 275 Sport Journalism. This course is designed to introduce students to sports journalism in the modern era (21st century). This writing intensive course provides a broad overview of the ever-changing sports media field, discusses journalists as public figures, explores the role of the Internet in covering sports and analyzes the 24-hour news cycle and its effects on journalists and the public figures they cover. Cross-listed as COM 275. 4 Semester Hours.

SPB 290 Practicum in Sport Business I. Sport Business majors must complete two practicums in two separate courses. A minimum of 60 work hours is required for the one semester hour practicum credit. Prerequisites: SPB 100 or permission of the instructor. 1 Semester Hour.

SPB 305 Travel Seminar. A guided study tour of a domestic or international nature. Emphasis is on site visitations and presentations by administrators and experts in those agencies and institutions. The course incorporates a degree of flexibility in order that it may serve a variety of situations involving foreign on-site study. In addition to the tour, seminar attendance (prior to tour), background study, writing projects and research are required. Prerequisite: Permission of the Instructor. 1-4 Semester Hours.

SPB 320 Recreation Management. This course is designed to provide students with a comprehensive understanding of recreational management with a focus on campus and municipal recreation. This course will provide students with the skills and knowledge to plan recreation programming, funding, budgets, facilities, risk management, and training programs. Prerequisite: SPB 100 or permission of the instructor. 2 credit hours.

SPB 330 Public Relations and Marketing of Sport. An overview of the role, theory and application of public relations strategies and techniques in the sport industry. Also considered is the application of marketing theory and sponsorship to the sport business. This course provides knowledge of product, price, promotion, place and distribution in a defined market segment. Prerequisites: SPB 100 and MKT 220 or permission of the instructor. 4 Semester Hours. (typically offered fall and spring semesters)

SPB 370 Intercollegiate Athletic Administration. This course is designed to give students a comprehensive understanding of intercollegiate athletics in today's sport industry. Focus will be placed on current issues, management, governance, budgeting, personnel, ethics, collegiate career development and student-athlete welfare. This class is designed to prepare student interested in careers within intercollegiate athletics. Prerequisites: SPB 100 and SPB 200 or permission of the instructor. 4 Semester Hours. (typically offered spring semester)

SPB 380 Sport Entrepreneurship. Management techniques of private sport clubs are studied in order to prepare the student to start and manage this type of business, i.e., golf courses, racquet and tennis clubs, fitness centers. Prerequisites: SPB 100 and SPB 200 or permission of the instructor. 4 semester hours. (typically offered even year spring semesters)

SPB 390 Practicum in Sport Business II. Sport Business majors must complete two practicums in two separate courses. A minimum of 60 work hours is required for the one semester hour practicum credit. Prerequisites: SPB 100 and SPB 290. (offered fall and spring semester) 1 Semester Hour.

SPB 399 Special Topics in Sport Business. See All-University 399 course description.

SPB 400 Independent Study. Open to juniors and seniors majoring or minoring in sport business. The student, in consultation with the instructor, will select a topic or problem that they wish to research in depth. Departmental permission required for registration. Prerequisite: SPB 100 and Junior or Senior status. 1-4 Semester Hours.

SPB 410 Finance and Economics of Sport and Recreation. Understanding the factors and ramifications of financial issues with respect to sport and recreation. Addressed will be economic principles, financial resource management, economic impact analysis, stadium financing and grant acquisition. Prerequisite: SPB 100, SPB 200, SPB 210, SPB 230, ACC 205 and junior/senior standing OR permission of the instructor. 4 Semester Hours. (typically offered fall and spring semesters)

SPB 430 Advanced Sport Sales. Building upon the foundation laid in SPB 230, this course develops the steps and strategies of the sales process including overcoming objections and closing the sale. Students will also receive authentic sales training and engage in a ticket sales

campaign for a sport organization, utilizing the Mount Union Sport Sales Training and Research (STAR) Centre. Prerequisites: SB 100 and SPB 230. 2 Semester Hours.

SPB 450 International Sport Business and Administration. Attention is focused upon sport business that crosses country borders. Aspects of the course will sensitize the student to the cultural and political nature of sport. Regional and global sport associations will be explained and discussed. Prerequisites: SPB 100, SPB 200, SPB 330 or permission of instructor. 4 Semester Hours. (typically offered fall and spring semesters)

SPB 460 Senior Research in Sport Business. A research project incorporating concepts learned in sport business curriculum. Open only to majors in sport business. Prerequisites: Senior standing and permission of instructor. 1 Semester Hour.

SPB 494 Honors Project. See All-University 494 course description.

SPB 499 Internship in Sport Business. An experience-based course in which the student spends a specified amount of time with a sport or recreation agency or organization in order to gain experience and to understand the application of sport administration and facility management in this setting. Supervision will be jointly provided by the cooperating organization and the University departmental staff. Prerequisites: At least junior standing and permission of the instructor. 1-16 Semester Hours.