**Sport Business Course Descriptions**

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

**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. 4 Semester Hours. (typically offered fall and spring semesters)

**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: SB 100. 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 300  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. 4 Semester Hours. (typically offered fall and spring semesters)

**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 310  Sport Analytics and Research.** This course looks at the increasing role of analytics in the business of sport and how sport organizations utilize research for decision-making. Techniques from data mining, statistics and economics used by sport organizations to evaluate and predict business performance will be introduced as well as utilizing Scarborough Sport Marketing research. Prerequisites: SPB 100 and SPB 230. 2 Semester 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 every semester)

**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. 4 Semester Hours.

**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 spring semester)

**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 he/she wishes to research in depth. Departmental permission required for registration. Prerequisite: SPB 100 and Junior or Senior status. 1-4 Semester Hours.

**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 300 or permission of instructor. 4 Semester Hours. (typically offered fall and spring semesters)

**Practicum in Sport Business.** 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, SPB 200, Sophomore status and permission of the Instructor. 1 Semester Hour each.

- **SPB 451** Practicum: Sport Marketing
- **SPB 452** Practicum: Sport Sales
- **SPB 453** Practicum: Recreation
- **SPB 454** Practicum: Event and Venue Management
- **SPB 455** Practicum: Intercollegiate Athletics
- **SPB 456** Practicum: Interscholastic Athletics
- **SPB 457** Practicum: Professional Sport
- **SPB 458** Practicum: Sport Business Administration

**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.