

SLM - SPORT LEADERSHIP & MANAGEMENT

SLM 160 Intro to Sport Leadership & Mgmt (3 Credit Hours)

This course will introduce students to the fundamental aspects of sport leadership and management, with a special focus on the history of sport and recreation governance, organizations and education, and the impact of sport and recreation on economics. Students will explore philosophy as it relates to the value of sport and recreation (outcomes management) and explore the formulation of personal & professional goals. An important outcome of this course is to have students recognize the influence of sport and recreation management upon the basic quality of the sport experience and its role and value in society.

Equivalent to SPT 160, SRM 160.

Academic Level: Undergraduate

SLM 225 Sport Marketing (3 Credit Hours)

This course introduces the student to marketing applications in the sport leadership and management industries. Topics include: the unique aspect of sport and recreation marketing, data collection, market segmentation, competitive analysis, consumer behavior, the marketing mix, public relations, sponsorships, media promotions, and the marketing plan.

Equivalent to SPT 325, SRM 325.

Academic Level: Undergraduate

SLM 250 Sport & Rec. Finance (3 Credit Hours)

This course provides an in depth exploration into the development and management of finances in a sport or leadership-related organization. Topics include (but are not limited to): principles of budgeting, practical budgeting, economic principles, sources of revenue, fundraising methods, theories and methods of financial planning, computer program/Internet/spreadsheet utilization, coach and athlete compensation, economic impact methods of financing venues, and understanding financial statements.

Equivalent to SPT 350, SRM 350.

Academic Level: Undergraduate

SLM 290 Latin American Sport & Gender (3 Credit Hours)

This course views sport as a social institution and a microcosm of the longer social processes that stage, reinforce, and perpetuate myriad inequalities in society. In this course we analyze the gendered aspects of sport, and relationship among gender, sexuality, and sport in Latin America. We consider the ways that sport reinforces, and potentially undermines, heteronormativity, as well as hegemonic notions of masculinity and femininity. At the end of the semester you will spend time traveling to a Latin American country (i.e. Brazil) to more closely examine gender and sport in Latin America. You will also engage in a service learning project tied to promoting sport for the women of Latin America.

Equivalent to SRM 290.

Academic Level: Undergraduate

Corequisites: SLM 290L

Enrollment limited to students with the Global Ed. Travel Course Appro attribute.

SLM 290L Latin American Sport & Gender Lab (1 Credit Hours)

This course examines sport as a social institution and a reflection of broader social processes that stage, reinforce, and perpetuate various societal inequalities. With a focus on Latin America, we explore the gendered dimensions of sport and the complex relationships among gender, sexuality, and sport in this region. As part of the course, students will have the opportunity to travel to Latin America to engage with local communities, observe live sporting events, and interact with professionals in the sports industry. Through these experiences, we critically analyze how sport reinforces and potentially challenges heteronormativity and hegemonic notions of masculinity and femininity within Latin American culture. This immersive travel component allows students to gain a deeper understanding of the cultural, social, and political dynamics of sport in Latin America. This course is the 1 credit travel component linked to the 3 credit SLM 290 course.

Academic Level: Undergraduate

Corequisites: SLM 290

Enrollment limited to students with the Global Ed. Travel Course Appro attribute.

SLM 305 Sport and Society (3 Credit Hours)

Sport's different forms, sites, and industry segments will be critically examined relative to a variety of topics in this course. Students will analyze these topics, which include family, education, law, politics, mass media, class, socioeconomic status, race, gender, age, collective behavior, and social movements, through a variety of social science perspectives.

Equivalent to SPT 305.

Academic Level: Undergraduate

SLM 330 Sport Governance (3 Credit Hours)

This course focuses on the principles, history, and operation of sport governing bodies with an emphasis on legal authority, organizational structure, and function as applied to the governance of sport at local, regional, national, and international levels for all populations.

Equivalent to SPT 330.

Academic Level: Undergraduate

SLM 340 Athletic & Sports Admin (3 Credit Hours)

This course focuses on administration and programming in Sport and Athletics. Topics include program coordination, development, implementation, and evaluation of sport and recreational programming in school, community, program, intercollegiate, and professional settings. Skills development includes implementing programs, policy development, budgeting, and personnel management.

Equivalent to SPT 340.

Academic Level: Undergraduate

SLM 355 Sport Venue Planning & Mgt (3 Credit Hours)

This course is designed to investigate the unique characteristics of sport venues, including planning and effective management. A primary focus of this course will be the many aspects of facility management: marketing, services and programs, day-to-day operations, documentation, fiscal management, and current trends. A secondary focus of this course includes the planning-for and design-of single and multi-purpose venues and facilities.

May be repeated for credit. *Equivalent to SPT 355.*

Academic Level: Undergraduate

SLM 360 Leadership (3 Credit Hours)

This course focuses on the importance of leadership in today's teams and organizations, and addresses the development of leadership skills. Course components include: self-assessment of leadership, leadership theory and research, and leadership development. Strong connections are made between effective management and effective leadership.

Equivalent to BUMG 360, SRM 360.

Academic Level: Undergraduate

SLM 370 Law/Ethics in Sport/Rec Mgmt. (3 Credit Hours)

This course explores the ever-changing organizational, ethical, and legal issues of sport management and outdoor recreation management; considering each from theoretical and practical perspectives. Issues are examined from the viewpoints of sport and recreation professionals and other related stakeholders. Case studies and research are used to assist students in developing a philosophical approach to dealing with ethical issues; and, to provide them with an understanding of the legal challenges facing those individuals who are working in sport and recreation management settings.

Equivalent to SPT 370, SRM 370.

Academic Level: Undergraduate

SLM 420 Research Methods (3 Credit Hours)

This course develops the competencies needed to analyze, critique, and evaluate research in the related fields of business, sport, communication, and management. Students acquire an understanding of research techniques, literature review, hypothesis construction, research design, and data analysis. Active learning will utilize relevant literature and research writing, to demonstrate the interrelationship between scientific investigation and practical application.

Equivalent to ATC 420, BUMK 420, SPT 420.

Academic Level: Undergraduate

SLM 430 Seminar in Sport Ldrshp & Mgmt (3 Credit Hours)

Academic Level: Undergraduate

SLM 444 Sponsorship (3 Credit Hours)

Sponsorship is modern and effective marketing approach that global brands and local causes are increasingly employing. This course provides students with the conceptual, tactical and strategic aspects of sponsorship, a marketing tool used by brands to promote their products and services and adopted by properties in sport, the arts, causes, municipalities, and other activities to drive their resource base. This course will equip you with the knowledge, skills, and background to work in the sponsorship environment, including the tactical areas of activation, servicing and evaluation.

Equivalent to BUMK 444.

Academic Level: Undergraduate

SLM 610 Foundations of the American Sport Enterprise (3 Credit Hours)

This course explores the ways in which key aspects of the modern American sport system have been established through both historical and contemporary case studies. These provide students with useful illustrations of various business models, strategies, and tactics in sport-specific contexts. Using these lessons as a guide, students scan the modern sporting landscape, identify pain points and areas ripe for potential disruption, and ideate possible innovations to provide sport organizations with competitive advantage.

Academic Level: Graduate

SLM 630 Event Innovation & Management (3 Credit Hours)

This course provides students with a comprehensive understanding of the strategy, planning, and execution behind successful events. Students will examine the business frameworks that drive event design, stakeholder management, finance, marketing, operations, and risk mitigation. Through real-world case studies and applied projects, learners will learn how to lead large-scale events, optimize operational performance, and deliver exceptional participant and spectator experiences. The course prepares future executives to navigate the complex global events ecosystem and drive sustainable business outcomes.

Academic Level: Graduate