

SPORT MANAGEMENT (SSSM)

SSSM 531 Sport Marketing, Sport Publicity & Promotion (3 Credits)

Lecture: 3

Foundations of consumer behavior and sport marketing planning. Design and implementation of marketing plans. The integration of product, pricing, promotion, distribution, sales, sponsorship, advertising, and branding in the marketing of sport goods and services. Analysis of leagues, teams, events, properties, corporations, and manufacturers. The role of ethics in sport marketing. Covers the application of various promotional strategies such as advertising, direct sales, sales promotions and publicity and examines how those strategies are integral to a sport organization's marketing plan.

College/School: College Of Education

Department: Dept of Health & Kinesiology

SSSM 533 Business Development Strategies and Ticket Sales (3 Credits)

Lecture: 3

This course offers a comprehensive understanding of business development and the sales process in the sport industry. Beginning with a fundamental overview of business development and sales theory and strategy, the course then provides sport specific insight into negotiation in the sport sponsorship process as well as ticket sales department structure, techniques and strategies. The role of ethics in business development and sales will be discussed.

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SSSM 646 Sports Information, Media Relations, Social Networking, and Brand Creation (3 Credits)

Lecture: 3

Emphasizes building and managing an effective media relations program on the intercollegiate and professional level. Examines news releases, hometown features, contest management, press conferences, statistics, and publications. After successful completion of this course, students will be able to explain the role of print media (newspapers and magazines), electronic (radio, network television and cable television) and new media (internet and related digital and social interactive technologies) in escalating the interest, coverage, and importance of big-time college and professional sport.

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SSSM 648 Strategic Management & Finance In Sports (3 Credits)

Lecture: 3

Strategic management and human resources. Understanding the value chain, competitive forces that affect a firm, factors affect each force, strategic choices including low-cost leader and differentiated products, methods to achieve each strategic choice. Also, understanding groups and teams, negotiation, resource allocation, governance, recruitment of employees, training and development, employee motivation and compensation. The role of ethics in strategic management and human resources. Develop an understanding of how to apply basic principles and concepts of finance in the operation of athletics and sports programs and some critical skills of financial management required of sports administrators.

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