SPORT MANAGEMENT (SPMT)

SPMT 134 Sport & Entertainment Mgmt (3 Credits)
Lecture: 3
Sport & Entertainment Management (3) This course is an analysis of effective management strategies and the body of knowledge associated with pursuing a career in sport management. The course will introduce students to the American and World sport and entertainment enterprise; background, influences and trends; intercollegiate, collegiate and professional sport organizations; ownership and unionization; media portrayals. Emphasis will be placed on an introduction to the sport and entertainment management industry career fields. Three hours of lecture per week.
College/School: College Of Education
Department: Dept of Health & Kinesiology

SPMT 135 Sport Marketing & Promotions (3 Credits)
Lecture: 3
Sport Marketing & Promotions (3) This course will include the application of marketing principles and concepts in the sports industry. It includes sponsorships, branding, promotions, public relations, licensing, and sports consumer research and behavior. Emphasis will include the foundations of consumer behavior and sport marketing planning. The course includes reviewing the design and implementation of marketing plans for the integration of product, pricing, promotion, distribution, sales, sponsorship, and advertising of sport goods and services. Three hours of lecture per week.
College/School: College Of Education
Department: Dept of Health & Kinesiology

SPMT 176 Intro to SPMT HBCU Athletic (3 Credits)
Lecture: 3
This course provides an introduction to and review of the history of the HBCU (Black College Sports) and Texas Southern University, Specifically, the history of the Black Institutions and the formation of conferences (i.e. the four founding conferences: CIAA, SIAC, MWAC, and SWAC). The role (HBCUs) Black Colleges Sports play in Texas.
College/School: College Of Education
Department: Dept of Health & Kinesiology

SPMT 273 Mngl Com & Media Rtl in Sports (3 Credits)
Lecture: 3
Managerial Communication & Media Relations in Sport (3) This course is designed to explore the different types of communication in sport programs and how they are organized and administered at the school, community and professional levels. It will also explore the communication process in management of intramural, recreation, sport and health club programs. The course focuses on the skills, techniques, practices and issues related to the field of public relations, as well as the methods of critical analysis regarding public relations campaigns and the media production of an event (conference, game or tournament). Prerequisites: ENG 131 AND ENG 132.
Prerequisite(s): (ENG 131 and ENG 132)
College/School: College Of Education
Department: Dept of Health & Kinesiology

SPMT 279 Sport Prg Evnt & Facility MGMT (3 Credits)
Lecture: 3
SPMT 279 Sport Program Events & Facility Management (3) This course provides students with an understanding of the intricacy and complexity involved in sport program event and facility management. Sport facility management includes a variety of activities such as planning and designing a sports facility, staff management, facility marketing, developing revenue streams, and facility scheduling and operating. Sport program event management consists of identifying goals of the event and coordinating people in the organizations involved to achieve those goals with the resources available. Three hours of lecture per week.
College/School: College Of Education
Department: Dept of Health & Kinesiology

SPMT 332 Sports Ethics and The Law (3 Credits)
Lecture: 3
Sports, Ethics and the Law (3) This course will explore the ethics and legal principles and rules of law affecting the administration of sports and recreation programs. Emphasis will be placed in the areas of negligence, product liability, nuisance, contracts, leisure, personnel practices, and risk management. Students are given opportunities to identify, examine, and present decisions on ethics issues related to sport and sport management. Theories of ethics, concepts of morality, codes of conduct, as well as personal philosophies in regard to social responsibility are some of the topics included in this course. Three hours of lecture per week. Prerequisites: SPMT 134 AND SPMT 273.
College/School: College Of Education
Department: Dept of Health & Kinesiology

SPMT 333 Problems in Rec & Sports (3 Credits)
Lecture: 3
Problems in Urban Recreation & Sports (3) This course provides an in-depth analysis of the causes and consequences of contemporary problems in urban sports with a focus on minorities. Students will utilize the case-study approach to examine the social, political, and economic factors influencing the structure and experience of sport in American cities. Emphasis will be placed on formulating solutions and potential strategies to address identified problems. This course focuses on sports as social and cultural phenomena. Students will learn to use sociological concepts and critical thinking to discover how sports affect multiple spheres of our social life, particulary in African American and other minority communities. Three hours of lecture per week. Prerequisites: SPMT 134 AMD SPMT 273.
College/School: College Of Education
Department: Dept of Health & Kinesiology

SPMT 374 Special Topics in Sport Management (3 Credits)
Lecture: 3
The program in Sport Management wanted the rubric to be competitive with other institutions of higher learning in State of Texas with sport management, sport studies, exercise science and sport science rubris and courses.
College/School: School of Communication
Department: Dept of Health & Kinesiology

SPMT 378 History of African American Entrepreneurship and the Connection Between Music & Sports (3 Credits)
Lecture: 3
This course will explore fully the circumstance of African American entreprenerial history in of African America. This course will seek to creat an environment for students to identify the racialized circumstance and arguments for bogus claims of African American failure in business, while providing the context of entrepreneurship, contracting, consulting and branding, specifically in the field of music and sports regarding the historical impact by African Americans. This course will also focus on important aspects in the contemporary political and social economy of African Americans. In exploring this entrepreseurial history, this course will provide the basic framework for understanding the research on innovation and best practices in entrepreneruship moving forward.
College/School: College Of Education
Department: Dept of Health & Kinesiology

SPMT 399 Sports Management Seminar (2 Credits)
Lab: 3
Sport Management Seminar (2) This course will explore the issues and applications of organizational and administrative principles of sport management. This is a capstone course that provides an opportunity for students to demonstrate that they have achieved the goals for learning established by this educational institution and department. Includes the opportunity to integrate and apply learning from the sport management program in a comprehensive manner. Two hours of lecture per week. Majors only. Prerequisite: Junior standing.
College/School: College Of Education
Department: Dept of Health & Kinesiology

SPMT 434 Admin of Athletics Org (3 Credits)
Lecture: 3
Administration of Athletics in Organizations (3) This course examines a philosophic rationale and a variety of methods that may be used to assess athletic programs and personnel. The course takes a unique view on the management of urban intercollegiate schools and HBCUs. The goals of this program are to improve the performance of athletic coaches and other athletic department personnel, improveprogram operations and improvesatisfaction among players, parents and employees. Three hours of lecture per week. Prerequisites: SPMT 273 AND SPMT 332.
College/School: College Of Education
Department: Dept of Health & Kinesiology

SPMT 476 Hist Sport Gov African Disaspo (3 Credits)
Lecture: 3
History of Sport Governance, African Diaspora & Black Colleges (HBCU) in Sports (3) This course examines sports sociology in a global, issues-oriented approach to study the role of sport in society and the African American culture of sports. It encourages the discussion of current sports-related issues and controversies as well as helps students develop critical thinking skills. It reviews the history of the African Diaspora in Sports and Black College Sports, specifically the history of the SWAC and the role Black College (HBCU) Sports play in Texas. Three hours of lecture per week. Prerequisite: SPMT 333.
Prerequisite(s): (SPMT 333)
College/School: College Of Education
Department: Dept of Health & Kinesiology

SPMT 496 Sport Management way/Study Abroad I (1 Credits)
Lecture: 1
This course will provide students an examination of the principles involved in planning and managing external remote sporting events outside of Houston and Texas Southern University and managing external. It pprovides student with orientation, observations and filed experiences in the development of external remote sporting events. Student will also partake in tours, hospitality management, and external remote sporting events related to core product of the sporting competitions themselves. 1 credit course.
College/School: College Of Education
Department: Dept of Health & Kinesiology

SPMT 497 Sport Management Study/Away/Study Abroad II (1 Credits)
Lecture: 1
This course will provide students an examination of the principles involved in planning and managing external remote sporting events outside of Houston and Texas Southern University and managing external. It pprovides student with orientation, observations and filed experiences in the development of external remote sporting events. Student will also partake in tours, hospitality management, and external remote sporting events related to core product of the sporting competitions themselves. 1 credit course.
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Department: Dept of Health & Kinesiology

SPMT 498 Global Sport Culture & Leaders (3 Credits)
Lecture: 3
This course will explore sport within several countries and the globalization of sport. Students will meet with and learn from entrepreneurs, managers, administrators, and leaders in sport business areas of marketing, operations, management, law and others. This course will provide application for the development of skills necessary to be an effective and efficient leader regarding communication, motivation and corporate decision making in sport. 3 hours per week.
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Department: Dept of Health & Kinesiology

SPMT 499 Sport Mgmt Capstone (6 Credits)
Lecture: 6
The capstone course for the sport management majors integrates previously presented principles into practice. Students will complete a capstone project culminiating in a project, paper, and presentation. The project will incorporate the various functions covered throughout the program: sports histoery, sport administration and leadership theory,sport marketing, sport finance, sport law, sport finance, sport law, sport communication, and sport public relations. Pre-requisite: senior status or permision of the departmental chair.3 hours per week.
College/School: College Of Education
Department: Dept of Health & Kinesiology