2022-23
ACADEMIC CATALOG



Midway University Course Catalog - Sport Management

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Sport Management

Bachelor of Science in Sport Management - Bachelor of Science in Sport Management

Type: Major

The Bachelor of Science in Sport Management at Midway University is committed to providing a positive learning environment where students cultivate their passion for the sport and management professions. The Sport Management curriculum allows students to combine their passion for sport with a well-developed understanding of the business enterprise. A degree in Sport Management allows students to receive the educational foundation and the practical experience necessary to gain access to a career in this competitive industry.

The sport management educational trajectory allows students to explore:

- Foundations (Management, Governance & Policy, Global Sport, Psychology, Socio-cultural Dimensions)
- Operational Functions (Marketing, Communications, Finance, Events, Facilities, Management & Leadership)
- Environment (Legal Aspects, Ethical Aspects, Diversity, Technology)
- Career Development (Internship, Experiential Learning)

The potential job market for graduating students may include, but is not limited to, positions in university athletic departments, interscholastic athletics, professional sport organizations, sport governing bodies, non-profit sports organizations, event and facility management, sales, sport marketing, promotions, sporting goods industry, sport media, and parks, recreation and tourism departments.

Student Learning Outcomes of Program

- Develop foundational decision-making and management skills for planning, organizing, leading, and evaluating.
- Integrate people, processes, and resources to strategically plan and achieve organizational goals with a strong commitment to diversity.
- Describe, explain, and apply functional sport management concepts and relationships in areas such as marketing, communications, finance, events, facilities, management, and leadership across all sectors of society.
- Understand the sport environment by selecting and utilizing appropriate quantitative and qualitative resources to acquire, analyze and synthesize data for operational purposes.
- Communicate clearly and concisely, verbally and in writing.

Requirements

General Education Hours - 34-40

Elective Hours - 38-47

Total Hours to Complete - 120

Major Requirements

Bachelor of Science in Sport Management - Introduction to Sport Management Theory and Practice - 3 hours
Bachelor of Science in Sport Management - Sociocultural Dimensions in Sport - 3 hours
Bachelor of Science in Sport Management - Psychology of Sport - 3 hours
Bachelor of Science in Sport Management - Communication in Sport - 3 hours
Bachelor of Science in Sport Management - Financial Applications in Sport - 3 hours
Bachelor of Science in Sport Management - Legal Issues in Sport - 3 hours
Bachelor of Science in Sport Management - Management and Leadership in Sport - 3 hours
Bachelor of Science in Sport Management - Sport Marketing - 3 hours
Bachelor of Science in Sport Management - Facility Management and Design - 3 hours
Bachelor of Science in Sport Management - Managing Sport Events - 3 hours
Bachelor of Science in Sport Management - Internship - 3 hours
Bachelor of Science in Sport Management - Principles of Management - 3 hours
Bachelor of Science in Sport Management - Principles of Marketing - 3 hours

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Sport Management Minor - Sport Management Minor

Type: Minor
The minor in Sport Management requires 18 credit hours.

Requirements

Elective Hours - 0
Total Hours to Complete - 18

Minor Requirements

Sport Management Minor - Introduction to Sport Management Theory and Practice - 3 hours
Sport Management Minor - Sociocultural Dimensions in Sport - 3 hours

Choose any four courses from the following

Sport Management Minor - Financial Applications in Sport - 3 hours
Sport Management Minor - Legal Issues in Sport - 3 hours
Sport Management Minor - Management and Leadership in Sport - 3 hours
Sport Management Minor - Sport Marketing - 3 hours
Sport Management Minor - Facility Management and Design - 3 hours
Sport Management Minor - Sport Sponsorship and Sales - 3 hours

Sport Management Minor - Managing Sport Events - 3 hours

Sport Management

Courses

SPM 110 - Introduction to Sport Management Theory and Practice

This course is an analysis of effective management strategies and the body of knowledge associated with pursuing a career in sport management. The course introduces the student to sport management career opportunities in the sport industry and to sport principles as they apply to management, leadership style, communication, and motivation.

Grade Basis: L
Credit hours: 3.0
Lecture hours: 3.0

SPM 200 - Sociocultural Dimensions in Sport

This course is designed to assist students in the development of an understanding of sport from a sociological perspective. Major issues and controversies of sport in society will be examined. Topics include the role of research and theory, sport socialization, youth sport, amateur sport, sport and the economy, sport and media, and sport and politics. Students will be asked to think critically about sport as a part of social life.

Grade Basis: L
Credit hours: 3.0
Lecture hours: 3.0

SPM 210 - Psychology of Sport

This course is designed to provide students with an understanding of the theoretical structure that underlies psychology as it has been applied to sport. There will be a particular emphasis on the psychological concerns that confront coaches, physical educators, organizations, athletes, and teams.

Grade Basis: L
Credit hours: 3.0
Lecture hours: 3.0

SPM 300 - Communication in Sport

This course is designed to introduce sport management students to the principles of interpersonal communication, mass communication, and interaction with the public as they relate to the sport

industry. Students will learn the concepts and practices of sports communication through class lectures, writing assignments, case studies, and projects. The course will study the role of communications in management, both internal and external, to the sport industry and discuss news release writing and working with and utilizing the various forms of media.

Grade Basis: L
Credit hours: 3.0
Lecture hours: 3.0

SPM 315 - Financial Applications in Sport

This course is designed to assist students in developing an understanding of the importance of financial management principles in the administration of sports, recreation, and athletic programs. Focus will be placed on sound financial budgeting, financial analysis, and sources of revenue and expenses for sport organizations.

Grade Basis: L
Credit hours: 3.0
Lecture hours: 3.0

SPM 320 - Legal Issues in Sport

This course is designed to enhance the student’s knowledge about the legal system as it pertains to sport law. The course will include legal basics, including contract law principles, general tort theories, general criminal law principles, fundamentals of Title IX, relevant disability related statutes, constitutional frameworks related to the regulation of drugs in sport, international sport legal issues, antitrust issues, labor issues, intellectual property issues, and religious issues related to sport. The student’s understanding of the basic legal concepts concerning both contract law and tort law in sport will provide a sound foundation to recognize legal liability exposure in the sport workplace.

Grade Basis: L
Credit hours: 3.0
Lecture hours: 3.0

SPM 325 - Management and Leadership in Sport

This course emphasizes the management and leadership principles related to the business of sports. It includes personnel, programs, marketing, media, financial management, and an overview of career opportunities in this rapidly expanding field. Elements of leadership theory and practices relating to managerial responsibilities are also covered.

Grade Basis: L
Credit hours: 3.0
Lecture hours: 3.0

SPM 330 - Sport Marketing

This course is designed to assist students in applying fundamental marketing concepts to the sport industry and developing a conceptual understanding of sport marketing principles, sport marketing applications, product and service analyses, corporate sponsorships, sport marketing plans, and the use of case analysis to critically evaluate and solve sport marketing problems. Students will work individually on class projects as well as work with groups of their peers on out-of-class assignments. A portion of the course will include research and presentation of case studies.

Grade Basis: L
Credit hours: 3.0
Lecture hours: 3.0

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spm-335 - Name, Image, and Likeness Essentials and Legal Aspects

The emergence of Name, Image and Likeness opportunities in intercollegiate athletics and for amateur athletes has changed the game when it comes to athlete brand image and how to protect, build and profit from exposure. This course covers the changing landscape of NIL, legal considerations, ethical issues and specifically, the marketing-related decisions involved in securing NIL for athletes. Students will explore athlete brand development, trends in NIL endorsements and ultimately gain an understanding of the processes and strategic decisions involved in NIL.

Upon completion, students will be able to:

- 1. Understand the sport marketing environment and trends influencing the use of players' names, images, and likenesses.
- 2. Evaluate sports marketing decisions related to the legal aspects of players' names, images, and likenesses.
- 3. Understand the process and strategic implications of marketing athletes
- 4. Understand the significance of athletes as brands
- 5. Identify the ethical challenges associated with the application of the marketing programs to athletes

Grade Basis: L
Credit hours: 3.0

SPM 340 - Facility Management and Design

The purpose of this course is to provide students with a broad understanding of the planning and management of sport facilities. The course will focus on elements of planning, design, and management, while examining functions related to maintenance, security, operations, and evaluation.

Grade Basis: L
Credit hours: 3.0
Lecture hours: 3.0

SPM 350 - Sport Sponsorship and Sales

This course is designed to provide a student with a wide variety of understanding using terminology in sports management. Different materials will be offered each term so the course may be repeated for credit if the course material is different.

Grade Basis: L
Credit hours: 3.0
Lecture hours: 3.0

SPM 400 - Managing Sport Events

The purpose of this course is for the students to apply principles of organizational leadership and management as they relate to event planning in sport management. The class culminates in the administration of a professional event utilizing skills developed in the curriculum.

Grade Basis: L
Credit hours: 3.0
Lecture hours: 3.0

SPM 410 - Internship

Internship courses allow practical application of classroom knowledge and intentional development of skills applicable to the student's professional growth. This experience focuses on the combination and integration of various concepts by applying them to the analysis and solution of problems viewed in the context of marketing studies. The internship experience requires 135 hours of relevant field work at the internship site in addition to scheduled class meetings. Students will be under the supervision of faculty and site supervisors. Student will gain practical hands-on experience, enhance skills learned in the classroom, and acquire contacts with professionals in the field. Students will be expected to complete reflections and demonstrate learning through a final paper or project. Internship courses are graded as pass/fail.

Grade Basis: P
Credit hours: 3.0

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spm-450 - Sport Product and Service Development

This course provides students an opportunity to explore product and service development in the sport industry. Students collaborate and share their knowledge of competitive industry forces, marketing research, consumer behavior, industry trends, new technology and more as they apply marketing mix decision-making and strategy to propose hypothetical and potentially viable products and services for future development. This experience is highlighted by the ability of students to adapt to and implement an entrepreneurial mindset.

Upon completion, students will be able to:

- 1. Demonstrate industry research skills that identify business differentiation, diversification and competitive advantage opportunities.

- 2. Collaboratively analyze competitive environments, market reports, consumer data and company/industry profiles for new product and service trends.
- 3. Engage in decision-making and strategic processes focused on application of the marketing mix as it relates to new product and service development.
- 4. Develop and adapt critical thinking skills in alignment with an entrepreneurial mindset.
- 5. Pitch new product and service concepts using creative written, verbal and presentation skills.

Grade Basis: L
Credit hours: 3.0

SPM 602 - Sports Law

This course provides an overview of general sport business practices, including entity formation, insurance, taxes, accounting, and contracts and negotiations. Students will explore the theories of negotiation and strategy in developing solution-oriented processes for achieving results in the sports business. Students will investigate the relationships among organizations, sponsors, vendors, and distribution outlets. Students will also explore a variety of topics including content creation, conflict and dispute resolution and remedy, theoretical processes and strategies, creativity in contract writing, and enforcement of terms.

Grade Basis: L
Credit hours: 3.0
Lecture hours: 3.0

SPM 612 - Sports Organization Finance

This course provides the student with a practical background regarding the principles of financial management, economic theory, and financial systems for the purpose of planning, administering, reporting, and evaluating financial performance in sport-related industries.

Grade Basis: L
Credit hours: 3.0
Lecture hours: 3.0

SPM 622 - Sport Marketing

This course will provide an intensive evaluation of marketing techniques and promotional strategies. Topics will include the marketing mix, new product strategy, services, interactive promotion, event marketing, and value-added marketing.

Grade Basis: L
Credit hours: 3.0
Lecture hours: 3.0

SPM 632 - Organizational Behavior in Sports

This course will examine theories and patterns of organizational behavior with particular emphasis on the needs and attributes of a diverse workforce.

Grade Basis: L
Credit hours: 3.0
Lecture hours: 3.0

SPM 642 - Capstone in Sport Management

This course emphasizes the improvement of personal effectiveness in the work environment for sport managers. Students will develop observational skills needed for the sport industry by thinking critically, solving problems, and applying various change models. Sport management articles will be analyzed and critiqued. The course prepares students to market their skills to the sport industry.

Grade Basis: L
Credit hours: 3.0
Lecture hours: 3.0

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