

# SPORT INDUSTRY (SPI)

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## **SPI 5260 Strategic Communication in Sports (3)**

This course delves into the multifaceted world of strategic communication within the sports industry. Students will explore the unique challenges and opportunities presented by sports organizations in effectively communicating with diverse audiences. The course will cover a range of topics, including media relations, crisis communication, social media marketing, branding, sponsorship activation, and public relations.

## **SPI 5261 Digital Media in Sports (3)**

This course explores the intersection of digital media and the sports industry. Students will delve into the strategic use of digital platforms, technologies, and strategies to engage fans, enhance brand value, and drive revenue in the dynamic world of sports. Through a combination of theoretical frameworks and practical applications, students will develop a deep understanding of the role of digital media in shaping the modern sports landscape.

## **SPI 5262 Advertising in Sports (3)**

This course delves into the dynamic intersection of advertising and sports, exploring the strategies, tactics, and creative approaches used to engage sports fans and build brand loyalty. Students will gain a comprehensive understanding of the sports marketing landscape, including traditional and digital media channels, sponsorship opportunities, and social media marketing.

## **SPI 5266 Public and Media Relations in Sport (3)**

Concepts, principles, and application associated with public and media relations issues in the sport and physical activity contexts. A variety of topics ranging from the process of sport information to the sport broadcast media.

## **SPI 5267 Sport Facility Administration and Design (3)**

Concepts, principles, and application associated with the planning, designing, and managing a sport facility. A variety of topics ranging from maintenance and security operations to sport facility design principles.

## **SPI 5286 Sport Promotion and Event Planning (3)**

Concepts, principles, and application associated with planning and promoting sporting events. Topics range from developing an event budget to attracting sponsors to a sporting event.

## **SPI 5563 Sport Finance (3)**

Concepts, principles, and application associated with finance in the sport and physical activity contexts. The course covers a variety of topics ranging from basic financial concepts to taxation and cash management.

## **SPI 5564 Human Resources Management in Sport (3)**

Concepts, principles, and applications associated with human resources management in the context of sport and physical activity. A variety of topics ranging from performance appraisal strategies to job design will be studied.

## **SPI 5575 Revenue Generation in Sports (3)**

This course delves into the multifaceted world of revenue generation in the sports industry. Students will explore the diverse revenue streams available to sports organizations, including media rights, sponsorship, ticketing, merchandise, and emerging opportunities like esports and digital content. The course will examine the strategic planning, marketing techniques, and financial analysis necessary to maximize revenue potential.

## **SPI 5576 Sport Marketing (3)**

Introduction to the principles and application of marketing theory to the sport industry. Covers a wide range of sport marketing related topics including promotion and media relations in sport businesses, licensing and sponsorship of sport products, and the marketing mix strategies for sport organizations. Students will gain valuable insight into theory and practice of sport marketing strategies for a diverse range of sport related organizations. This course may only be taken at the undergraduate level upon approval for participation in the Faster Master's program.

## **SPI 5951 Internship in Sport Management (3)**

The sport management internship is designed to provide students with practical experience under the supervision of an athletic administrator in a secondary school setting.

## **SPI 5952 Internship in Sport Marketing and Administration (3)**

Provides students with practical experience under the supervision of a sport management practitioner. This mutually beneficial relationship enhances the student's job marketability in the field of sport management by providing the student with professional experience.