

SPORT MANAGEMENT (SPM)

SPM 100 Selected Topics in Sport Management (1-6 Credits)

David B. Falk College of Sport

Exploration of a topic (to be determined) not covered by the standard curriculum but of interest to faculty and students in a particular semester. Repeatable

SPM 101 Personal and Social Responsibility (3 Credits)

David B. Falk College of Sport

Designed to assist students in coping with the transition and challenges of college, athletic life, and beyond. The course will promote students' ownership of their academic, athletic, personal and social responsibility. Shared Competencies: Civic and Global Responsibility (<https://coursecatalog.syracuse.edu/shared-competencies/civic-and-global-responsibility/>)

SPM 199 The Super Bowl: Sport, Culture and Entertainment (3 Credits)

David B. Falk College of Sport

The evolution and strategic brilliance that has allowed a football game to become a social phenomena with international audiences, business impact, and cultural implications.

Shared Competencies: Critical and Creative Thinking (<https://coursecatalog.syracuse.edu/shared-competencies/critical-and-creative-thinking/>); Civic and Global Responsibility (<https://coursecatalog.syracuse.edu/shared-competencies/civic-and-global-responsibility/>)

SPM 200 Selected Topics in Sport Management (1-6 Credits)

David B. Falk College of Sport

Exploration of a topic (to be determined) not covered by the standard curriculum but of interest to faculty and students in a particular semester. Repeatable

SPM 201 Professional Development in Sport Management (1 Credit)

David B. Falk College of Sport

Using a blend of theory, skill development, and practical application, students will gain the knowledge and ability to successfully prepare for the Senior Capstone Experience

Shared Competencies: Communication Skills (<https://coursecatalog.syracuse.edu/shared-competencies/communication-skills/>)

SPM 205 Principles and Contemporary Issues in Sport Management (3 Credits)

David B. Falk College of Sport

Overview of the sport industry through examination of problems and issues faced by contemporary sport managers. Unique characteristics of sport and resulting social and ethical responsibilities of sport managers are discussed using case study method.

Shared Competencies: Ethics and Integrity (<https://coursecatalog.syracuse.edu/shared-competencies/ethics-and-integrity/>)

SPM 215 Principles of Sales in Sport (3 Credits)

David B. Falk College of Sport

Sales promotions and management principles required for successful selling in the sport industry. Topics include identification of product segments and markets for ticket sales, promotions, sponsorship, and merchandise.

Prereq: SPM 205

Shared Competencies: Scientific Inquiry and Research Skills (<https://coursecatalog.syracuse.edu/shared-competencies/scientific-inquiry-and-research-skills/>)

SPM 224 Introduction to Sport Event Management (3 Credits)

David B. Falk College of Sport

Students will gain knowledge of the principles and procedures for planning, managing, and implementing a variety of sporting events through an examination of: promotions, marketing, ticketing, hiring, event logistics, risk management, volunteer management, budgeting, and contracts.

Shared Competencies: Critical and Creative Thinking (<https://coursecatalog.syracuse.edu/shared-competencies/critical-and-creative-thinking/>)

SPM 225 Managing the Sport Organization (3 Credits)

David B. Falk College of Sport

Application of management concept and theories to sport organizations and the sport industry. Includes issues of leadership, ethics, organizational design, strategic planning, labor relations, diversity, globalization, and organizational changes.

Prereq: SPM 205

Shared Competencies: Critical and Creative Thinking (<https://coursecatalog.syracuse.edu/shared-competencies/critical-and-creative-thinking/>)

SPM 245 Race, Gender, and Diversity in Sport Organizations (3 Credits)

David B. Falk College of Sport

Application of concepts and theories from the field of organizational studies to workforce diversity, inclusion, and equity in sport organizations. Issues of race/ethnicity and gender are emphasized.

University Requirement Course: IDEA Requirement Eligible

Shared Competencies: Critical and Creative Thinking (<https://coursecatalog.syracuse.edu/shared-competencies/critical-and-creative-thinking/>); Ethics and Integrity (<https://coursecatalog.syracuse.edu/shared-competencies/ethics-and-integrity/>)

SPM 270 Experience Credit (1-6 Credits)

David B. Falk College of Sport

Participation in a discipline- or subject-related experience. Students must be evaluated by written or oral reports or an examination. Permission in advance with the consent of the department chairperson, instructor, and dean. Limited to those in good academic standing.

Repeatable

SPM 290 Independent Study (1-6 Credits)

David B. Falk College of Sport

In-depth exploration of a problem or problems. Individual independent study based on a plan submitted by the student. Permission in advance with the consent of the department chairperson, instructor, and dean. Limited to those in good academic standing.

Repeatable

SPM 300 Selected Topics (1-6 Credits)

David B. Falk College of Sport

Exploration of a topic (to be determined) not covered by the standard curriculum but of interest to faculty and students in a particular semester. Repeatable

SPM 305 Principles of Sport Hospitality Management (3 Credits)

David B. Falk College of Sport

Hospitality industry as it relates to Sport Management. Examines the lodging, food and beverage, and travel/transportation logistics for sport participants and spectators.

Shared Competencies: Critical and Creative Thinking (<https://coursecatalog.syracuse.edu/shared-competencies/critical-and-creative-thinking/>)

SPM 324 Sport Sponsorship and Promotion (3 Credits)*David B. Falk College of Sport*

Overview of sponsorship and promotional principles used in marketing sport events. An emphasis on proposal writing, sponsorship solicitation, and the elements of a promotional campaign. Students will apply the theory to an existing sport event.

Shared Competencies: Information Literacy and Technological Agility (<https://coursecatalog.syracuse.edu/shared-competencies/information-literacy-and-technological-agility/>)

SPM 325 Sport Communications (3 Credits)*David B. Falk College of Sport*

Role of communications in management, news release writing, working with and utilizing the various forms of media, the expanding use of the Internet in sport communications, crisis management, pitching stories, interviews, and ethical issues.

Prereq: SPM 205

Shared Competencies: Communication Skills (<https://coursecatalog.syracuse.edu/shared-competencies/communication-skills/>)

SPM 327 Human Development and Sport (3 Credits)*David B. Falk College of Sport*

Cross-listed with HFS 327

Examines the dynamics of social change and human well-being in the context of sport in promoting positive youth development. Personal, social, and cultural development through sport-based programs and initiatives are explored.

Shared Competencies: Critical and Creative Thinking (<https://coursecatalog.syracuse.edu/shared-competencies/critical-and-creative-thinking/>); Scientific Inquiry and Research Skills (<https://coursecatalog.syracuse.edu/shared-competencies/scientific-inquiry-and-research-skills/>)

SPM 330 Name Image Likeness (3 Credits)*David B. Falk College of Sport*

Foundations of NIL legislation and its implications for the sport industry will be covered. Students will engage in building a brand, proposal writing, infographic design, marketing and social media plans.

Shared Competencies: Critical and Creative Thinking (<https://coursecatalog.syracuse.edu/shared-competencies/critical-and-creative-thinking/>)

SPM 340 Sports, Media and Society (3 Credits)*David B. Falk College of Sport*

The relationship between sport, media and the broader society. Students will explore the interrelationship of the principal mediums, gender, race, identity, sport and the society at-large.

Prereq: SPM 205

Shared Competencies: Civic and Global Responsibility (<https://coursecatalog.syracuse.edu/shared-competencies/civic-and-global-responsibility/>)

SPM 342 The Business of Esports (3 Credits)*David B. Falk College of Sport*

Overview of business elements of Esport management including marketing, event creation, sponsorship, and athlete representation. The course emphasizes the rationale, benefits, proposal development, solicitations, and theoretical concepts as it relates to real-world sport events.

Shared Competencies: Critical and Creative Thinking (<https://coursecatalog.syracuse.edu/shared-competencies/critical-and-creative-thinking/>)

SPM 345 Technology in Sport Management (3 Credits)*David B. Falk College of Sport*

A survey of communication and management technologies in the sport industry. Includes topics of information management, ticketing systems, scoreboard and video-board management, web and graphic design, publication layout and design, statistics management, and facilities operations.

Prereq: SPM 205

Shared Competencies: Critical and Creative Thinking (<https://coursecatalog.syracuse.edu/shared-competencies/critical-and-creative-thinking/>); Information Literacy and Technological Agility (<https://coursecatalog.syracuse.edu/shared-competencies/information-literacy-and-technological-agility/>)

SPM 346 Sport in American Society (3 Credits)*David B. Falk College of Sport*

This course will study the impact of sport on American society, and how our culture has influenced the development of sports, governing bodies, teams and leagues. This course puts today's sports landscape into historical perspective.

SPM 348 Analysis of Digital Media in Sport (3 Credits)*David B. Falk College of Sport*

The analysis and sport business application of various social and digital media currently utilized in sport management and strategies employed to maximize their effectiveness. Students will assess the usage of various social media platforms as it relates to the strategic business decisions made within sport organizations.

Shared Competencies: Critical and Creative Thinking (<https://coursecatalog.syracuse.edu/shared-competencies/critical-and-creative-thinking/>)

SPM 350 Sports Ticket Sales (3 Credits)*David B. Falk College of Sport*

Double-numbered with SPM 650

Sports ticket sales process and best practices. Simulated ticket sales environments, application of sales practices and connecting with industry sales professionals. Additional work required of graduate students.

Prereq: SPM 215

Shared Competencies: Critical and Creative Thinking (<https://coursecatalog.syracuse.edu/shared-competencies/critical-and-creative-thinking/>)

SPM 354 Esports and Event Management (3 Credits)*David B. Falk College of Sport*

Examination of esports event management. Best practices for esports events and how esports differ from traditional sport events. Principles and procedures for planning, managing, budgeting, marketing, contracts, and the logistics of implementing esports events.

Shared Competencies: Critical and Creative Thinking (<https://coursecatalog.syracuse.edu/shared-competencies/critical-and-creative-thinking/>)

SPM 356 Olympic Sport Management (3 Credits)*David B. Falk College of Sport*

Ancient and Modern Olympic Games' influence on contemporary sport. Business and competitive athletic aspects in the history of Modern Games. Influences of and organization of International Olympic Committee, National Olympic Committees, and International Sports Federations.

Shared Competencies: Critical and Creative Thinking (<https://coursecatalog.syracuse.edu/shared-competencies/critical-and-creative-thinking/>)

SPM 357 Olympic Odyssey (3 Credits)*David B. Falk College of Sport*

The Olympic movement from Ancient Games to modern Olympics is studied by visiting sites rich in international sport history. Governance, economics, culture and history of Olympic sport is examined in major Olympic cities throughout Europe.

SPM 358 Sport Management LA Immersion (3 Credits)*David B. Falk College of Sport*

Differentiates governance structure among multiple professional sports and distinguishes organizational management strategies among sports media, event planning, marketing, athlete representation, facilities management and professional and intercollegiate teams. Intensive spring break travel and field study course.

Prereq: SPM 205

Shared Competencies: Communication Skills (<https://coursecatalog.syracuse.edu/shared-competencies/communication-skills/>)

SPM 365 Sport Economics (3 Credits)*David B. Falk College of Sport*

Analyzing and explaining sport issues through the lens of economic analysis. Theoretical models and applied applications will be discussed that relates to aspects of professional, collegiate, and amateur sports nationally and internationally.

Shared Competencies: Critical and Creative Thinking (<https://coursecatalog.syracuse.edu/shared-competencies/critical-and-creative-thinking/>)

SPM 375 Capstone/Practicum Pre-Planning (0 Credits)*David B. Falk College of Sport*

Double-numbered with SPM 675

Pre-planning for matching and securing a Capstone/Practicum. Course facilitates access to the Tevera Internship system via BlackBoard. Repeatable 4 times for 0 credits maximum

SPM 380 International Course (1-12 Credits)*David B. Falk College of Sport*

Offered through SUAbroad by educational institution outside the United States. Student registers for the course at the foreign institution and is graded according to that institution's practice. SUAbroad works with the S.U. academic department to assign the appropriate course level, title, and grade for the student's transcript.

Repeatable

SPM 381 International Sports Relations (3 Credits)*David B. Falk College of Sport*

Through case studies, this course will examine sport's power as a tool in the domestic and international political arenas. Students will learn how sport can smother dissent, promote hyper-nationalism, protest injustice, and inspire better relations.

Prereq: SPM 205

SPM 395 Psycho-Social Issues of Sport (3 Credits)*David B. Falk College of Sport*

An in-depth analysis of the psychosocial aspects of sport. Varied psychological and sociological topics as they relate to sport/exercise participation, performance, and enjoyment.

Prereq: SPM 205

Shared Competencies: Critical and Creative Thinking (<https://coursecatalog.syracuse.edu/shared-competencies/critical-and-creative-thinking/>)

SPM 400 Selected Topics: Sport Management (1-6 Credits)*David B. Falk College of Sport*

Exploration of a topic (to be determined) not covered by the standard curriculum but of interest to faculty and students in a particular semester. Repeatable

SPM 415 Sport Law (3 Credits)*David B. Falk College of Sport*

Introduction and application of law to the sports industry. Legal concepts covered are agency, contract, labor, antitrust, tort, and criminal laws. Special focus on contemporary issues in sports including diversity, Title IX, drugs, and disabilities.

Prereq: SPM 205

Shared Competencies: Communication Skills (<https://coursecatalog.syracuse.edu/shared-competencies/communication-skills/>)

SPM 437 Sport Venue Management (3 Credits)*David B. Falk College of Sport*

Double-numbered with SPM 637

Planning and managing different types of sport facilities. Understanding the complexity of conceptualizing, constructing, promoting, managing and maintaining modern sport stadiums, arenas, domes and multi-purpose facilities. Additional work required of graduate students.

Shared Competencies: Critical and Creative Thinking (<https://coursecatalog.syracuse.edu/shared-competencies/critical-and-creative-thinking/>)

SPM 440 Themes in Sport and Global Impact (3 Credits)*David B. Falk College of Sport*

Cross-listed with SAL 440

Students will study the global impact of sport, history, and business implications on a particular region or country. Analyzing sport from a variety of perspectives: lectures, readings, field trips, and case studies of sport organizations.

Repeatable 2 times for 6 credits maximum

Advisory recommendation Prereq: SPM/SAL 440

Shared Competencies: Critical and Creative Thinking (<https://coursecatalog.syracuse.edu/shared-competencies/critical-and-creative-thinking/>); Civic and Global Responsibility (<https://coursecatalog.syracuse.edu/shared-competencies/civic-and-global-responsibility/>)

SPM 441 Themes in Sport and Global Impact, Travel to Country (0 Credits)*David B. Falk College of Sport*

Cross-listed with SAL 441

Course is the travel portion of SPM/SAL 440. Students enrolled in SPM/SAL440 must register for this zero credit course in the subsequent semester for the required travel portion of the course

Repeatable 1 times for 0 credits maximum

Prereq: SPM/SAL 440

SPM 444 Sports Marketing Management (3 Credits)*David B. Falk College of Sport*

Analytical examination of the sport industry from the strategic marketing perspective of the organizations involved. Emphasizing writing and proposal design.

Shared Competencies: Critical and Creative Thinking (<https://coursecatalog.syracuse.edu/shared-competencies/critical-and-creative-thinking/>)

SPM 446 Senior Seminar in Sport Revenue Management and Operations (3 Credits)

David B. Falk College of Sport

An in-depth analysis and advanced study of sport revenue management and operations, with an emphasis on current topics impacting the sport industry. A culminating project will be completed in coordination with a sport organization.

Prereq: SPM 444

Shared Competencies: Critical and Creative Thinking (<https://coursecatalog.syracuse.edu/shared-competencies/critical-and-creative-thinking/>)

SPM 449 Technologies in Game Day Operations (3 Credits)

David B. Falk College of Sport

Double-numbered with SPM 649

Current applications of technology as it relates to sport venues and sport organizations will be examined. Topics include: sound systems, ticketing systems, video and score board operations, and lighting systems.

Additional work required of graduate students.

Shared Competencies: Information Literacy and Technological Agility (<https://coursecatalog.syracuse.edu/shared-competencies/information-literacy-and-technological-agility/>)

SPM 454 Esports Business Practicum (3 Credits)

David B. Falk College of Sport

Provides students interested in a career in the Esports industry with a unique opportunity to intern with Esports businesses, Esports events, and Esports facilities. Students will be required to meet with instructor throughout semester.

Repeatable 2 times for 6 credits maximum

Shared Competencies: Critical and Creative Thinking (<https://coursecatalog.syracuse.edu/shared-competencies/critical-and-creative-thinking/>); Communication Skills (<https://coursecatalog.syracuse.edu/shared-competencies/communication-skills/>)

SPM 455 Senior Sport Management Capstone (12 Credits)

David B. Falk College of Sport

Supervised professional work experience in the sport industry through positions in professional and intercollegiate sports, arenas, sport marketing and management firms, and other sport entities. Analysis paper and oral presentation required.

Prereq: SPM 201 and senior standing.

Shared Competencies: Communication Skills (<https://coursecatalog.syracuse.edu/shared-competencies/communication-skills/>)

SPM 470 Experience Credit (1-6 Credits)

David B. Falk College of Sport

Participation in a discipline- or subject-related experience. Students must be evaluated by written or oral reports or an examination. Permission in advance with the consent of the department chairperson, instructor and dean. Limited to those in good academic standing.

Repeatable

SPM 480 International Course (1-12 Credits)

David B. Falk College of Sport

Offered through SUAbroad by educational institution outside the United States. Student registers for the course at the foreign institution and is graded according to that institution's practice. SUAbroad works with the S.U. academic department to assign the appropriate course level, title, and grade for the student's transcript.

Repeatable

SPM 490 Independent Study (1-6 Credits)

David B. Falk College of Sport

In-depth exploration of a problem or problems. Individual independent study based on a plan submitted by the student. Permission in advance with the consent of the department chairperson, instructor and dean. Limited to those in good academic standing.

Repeatable

SPM 499 Honors Capstone Project (1-3 Credits)

David B. Falk College of Sport

Completion of an Honors Capstone Project under the supervision of a faculty member.

Prereq: SPM 201