SPORT MANAGEMENT

Not all courses are offered every semester. Refer to the schedule of courses for each term’s specific offerings.
More Info (https://one.uf.edu/soc/)

Unless otherwise indicated in the course description, all courses at the University of Florida are taught in English, with the exception of specific foreign language courses.

Department Information
The Department of Sport Management (SPM) studies the impact of professional and amateur sports on the personal, social, economic, environmental, and resource infrastructures of society. SPM’s goal is to improve the overall quality of life by learning and teaching what leads individuals, families, and industry to value and benefit from sports.
Website (http://hhp.ufl.edu/about/departments/spm/)

CONTACT
Email (SPMundergrad@hhp.ufl.edu) | 352.392.4042 (tel) | 352.392.7588 (fax)

P.O. Box 118208
GAINESVILLE FL 32611-8208

Curriculum
• Combination Degrees
• Sport and Entertainment Law and Risk Management Certificate
• Sport Management
• Sport Management Certificate
• Sport Management UF Online

Courses
HLP 4933 Variable International Topics 1-6 Credits
Grading Scheme: Letter Grade
Provides the opportunity to study in a wide range of cultural settings.

PET 4262 Sport Career Transitions 3 Credits
Grading Scheme: Letter Grade
Provides an in-depth understanding and appreciation of the transition to life after sport. Also introduces the fundamentals of the sport career transition and athletic identity as well as to the common difficulties athletes experience in adjusting to life after sport.
Prerequisite: Junior standing.

SPM 2000 Introduction to Sport Management 3 Credits
Grading Scheme: Letter Grade
Introduces management, marketing, financial and legal principles regarding sport facilities, events and organizations within interscholastic, intercollegiate, professional and international sport industries. The conduct of amateur and professional sport programs.

SPM 2060 Sport Career Preparation 1 Credit
Grading Scheme: Letter Grade
Introduce students to sport career tracts, as well as provide students resources to explore option areas where they personally connect with leaders and pursue industry related field experiences. Students will become familiar with building a professional brand, showcasing relevant skills and experiences, and potential career paths to be considered in the field of Sport Management.
Prerequisite: Sport Management major of sophomore standing or higher.

SPM 3012 Social Issues in Sport 3 Credits
Grading Scheme: Letter Grade
Societal implications of sport in history and heritage, youth programs, collegiate and professional situations and the involvement of minority groups, women, business and industry.
Prerequisite: Sophomore standing or higher or instructor permission.
Attributes: Satisfies 6000 Words of Writing Requirement

SPM 3013 International Sport Management 3 Credits
Grading Scheme: Letter Grade
Introduces sport management from a global perspective. Learn about the role of sport and sport management around the world and develop intercultural competencies to understand the roles that sport and sport participation plays in different cultures.
Prerequisite: Sophomore standing and above.
2  Sport Management

SPM 3025 Diversity and Inclusion in Sport Organizations 3 Credits
Grading Scheme: Letter Grade
Examines the role and impact that ethnicity, race, gender, age, physical and mental ability, class, and sexual orientation have had on sport. Provides an opportunity to develop an understanding and appreciation for diversity in sport.
Prerequisite: SPM 2000 and sophomore standing or higher.
Attributes: General Education - Diversity, General Education - Social Science

SPM 3109 Sport Event Management 3 Credits
Grading Scheme: Letter Grade
This course introduces students to the fundamentals of project management and its application to sport events. Project management is a strategic and systematic approach to managing sports as projects. Students will apply the five phases of the project-management lifecycle to a multitude of sport events.
Prerequisite: SPM 2000 and sophomore standing or higher.

SPM 3204 Ethical Issues in Sport 3 Credits
Grading Scheme: Letter Grade
Review and study of ethical issues that affect sport.
Prerequisite: Sophomore standing or higher.

SPM 3306 Sport Marketing 3 Credits
Grading Scheme: Letter Grade
Key marketing concepts and strategies in sports referent to sport consumer behavior and implications for marketing. Analyzes marketing cases to solve marketing-related problems and to help students prepare and evaluate a comprehensive marketing plan.
Prerequisite: SPM 2000 & MAR 3023.

SPM 3403 Sport Information Management 3 Credits
Grading Scheme: Letter Grade
Prerequisite: Sophomore standing or instructor permission.

SPM 3703 Sport Performance Analytics 3 Credits
Grading Scheme: Letter Grade
Introduces sport analytics with a strong emphasis on performance analytics. Through theoretical principles and hands-on practical experience utilizing the R programming language, students will acquire the skills and knowledge required to analyze sport performance data and leverage these insights to comprehend athletic performance. Learn how to make data-informed decisions that directly impact sport management strategies and overall performance in the sports world.
Prerequisite: STA 2023 & Sophomore standing & above.

SPM 4104 Sport Operations and Facility Management 3 Credits
Grading Scheme: Letter Grade
Planning and management of sport facilities.
Prerequisite: SPM 2000 and junior standing or higher.

SPM 4154 Managing Organizations in Sport 3 Credits
Grading Scheme: Letter Grade
Discusses managerial principles and techniques applicable to a multitude of sport organizations, and addresses the four functions of management: strategy, organizational structure, resource management, and leadership theories.
Prerequisite: MAN 3025 and SPM 2000.

SPM 4510 Revenue Generation in Sport 3 Credits
Grading Scheme: Letter Grade
Explore revenue generation in sport by learning foundational sales concepts, including the sales process. Also explore the role of corporate partnership in sport, and the application of the sales process as it relates to developing solutions to achieving partner organization objectives. Finally, explore fundraising, specifically in the context of collegiate athletics and community sport, with a focus on cultivation strategies.
Prerequisite: SPM 2000 and junior standing or higher.

SPM 4515 Sport Business and Finance 3 Credits
Grading Scheme: Letter Grade
Financial expense categories and sources of revenue for sport organizations. Determines and calculates facility revenues and non-facility revenues. Develops potential solutions for improving revenue sources to increase revenue and decrease costs while maintaining a viable product.
Prerequisite: SPM 2000 & junior standing or higher
SPM 4703 Sport Marketing Analytics 3 Credits  
**Grading Scheme:** Letter Grade  
Students delve into the world of sport consumer analytics within the context of the sport management field. With a strong focus on practical applications for sport consumer behavior research, this course equips students with the essential skills needed to excel in the dynamic landscape of sport business analytics. By blending statistical reasoning with real-world sport marketing and consumer behavior datasets, students will learn to extract meaningful insights that drive strategic decisions.  
**Prerequisite:** STA 2023 & sophomore standing and above.

SPM 4711 Sport, Social Media, & Data Analysis 3 Credits  
**Grading Scheme:** Letter Grade  
Covers the historical development of social media and human society culminating in the social media boom. Discuss the theories behind social media and human society, usages of social media in the sport industry, and learn different ways of analyzing social media including data collection, descriptive statistics, quantitative analysis, and machine learning (artificial intelligence) sentiment analysis.  
**Prerequisite:** STA 2023 & sophomore standing & above.

SPM 4721 Legal Issues in Sport 3 Credits  
**Grading Scheme:** Letter Grade  
Legal structures, major laws, regulations, and case precedents that establish legal responsibilities, rights, privileges, and controls related to sport management.  
**Prerequisite:** SPM 2000 & junior standing or higher.

SPM 4722 Risk Management in Live Entertainment and Sports 3 Credits  
**Grading Scheme:** Letter Grade  
Analyze risk management considerations including safety, security, business continuity, legal, and regulatory issues impacting the live entertainment industry. Focuses on new and existing assembly occupancies (both indoor and outdoor) accommodating 250 patrons or more with an emphasis on occupancy in excess of 6000 (large-scale).  
**Prerequisite:** SPM 2000 & junior standing or higher.

SPM 4723 Advanced Legal Aspects in Live Entertainment and Sports 3 Credits  
**Grading Scheme:** Letter Grade  
Concentrates on the legal aspects of the live entertainment and sports industry to provide a basic understanding of intellectual property, torts, and negligent acts. The goal is to avoid or reduce the probability of legal liabilities in the live entertainment and sports industry.  
**Prerequisite:** (SPM 4723 or SPM 4724) & junior standing or higher.

SPM 4725 Variable Topics in Sport Management 1-3 Credits  
**Grading Scheme:** Letter Grade  
Offered upon request to meet special interests that not adequately provided in other courses.  
**Prerequisite:** department permission.

SPM 4912 Undergraduate Supervised Research 0-5 Credits  
**Grading Scheme:** S/U  
Provides an opportunity for involvement in supervised research experiences. “Research” is operationally defined here as mentored but self-directed work that enables individual students or a small group of students to explore an issue of interest and to communicate the results to others.  
**Prerequisite:** Sports Management majors.

SPM 4940 Advanced Career Preparation 2 Credits  
**Grading Scheme:** Letter Grade  
Provides students with the opportunity to gain additional practical experience within sport management agency. Students will be able to apply their skills and knowledge as an agency volunteer in their chosen option area. Students will examine personal strengths, leadership and management skills and then assess internship avenues and career options.  
**Prerequisite:** SPM 2000 and SPM 2060.

SPM 4941C Internship in Sport Management 1-15 Credits  
**Grading Scheme:** S/U  
Internship with a public or private enterprise in sport management.  
**Prerequisite:** SPM_BS & SPM 4940

SPM 4948 Practicum in Sport Management 1-3 Credits  
**Grading Scheme:** S/U  
Practical experience in sport management.  
**Prerequisite:** Department permission & Approved practicum agency

SPM 2000 Introduction to Sport Management 3 Credits  
**Grading Scheme:** Letter Grade  
Introduces management, marketing, financial and legal principles regarding sport facilities, events and organizations within interscholastic, intercollegiate, professional and international sport industries. The conduct of amateur and professional sport programs.
SPM 2060 Sport Career Preparation 1 Credit
Grading Scheme: Letter Grade
Introduce students to sport career tracts, as well as provide students resources to explore option areas where they personally connect with leaders and pursue industry related field experiences. Students will become familiar with building a professional brand, showcasing relevant skills and experiences, and potential career paths to be considered in the field of Sport Management.
Prerequisite: Sport Management major of sophomore standing or higher.

SPM 2182 Athletic Career Management 3 Credits
Grading Scheme: Letter Grade
Students learn the key underpinnings of transitioning athletes to collegiate settings and beyond. The course enhances skills and knowledge in athletics, financial literacy, personal development, and professional development. It encourages students to apply resources to aid in the holistic development of student athletes.

SPM 3012 Social Issues in Sport 3 Credits
Grading Scheme: Letter Grade
Societal implications of sport in history and heritage, youth programs, collegiate and professional situations and the involvement of minority groups, women, business and industry.
Prerequisite: Sophomore standing or higher or instructor permission.
Attributes: Satisfies 6000 Words of Writing Requirement

SPM 3013 International Sport Management 3 Credits
Grading Scheme: Letter Grade
Introduces sport management from a global perspective. Learn about the role of sport and sport management around the world and develop intercultural competencies to understand the roles that sport and sport participation plays in different cultures.
Prerequisite: Sophomore standing and above.

SPM 3025 Diversity and Inclusion in Sport Organizations 3 Credits
Grading Scheme: Letter Grade
Examines the role and impact that ethnicity, race, gender, age, physical and mental ability, class, and sexual orientation have had on sport. Provides an opportunity to develop an understanding and appreciation for diversity in sport.
Prerequisite: SPM 2000 and sophomore standing or higher.
Attributes: General Education - Diversity, General Education - Social Science

SPM 3109 Sport Event Management 3 Credits
Grading Scheme: Letter Grade
This course introduces students to the fundamentals of project management and its application to sport events. Project management is a strategic and systematic approach to managing sports as projects. Students will apply the five phases of the project-management lifecycle to a multitude of sport events.
Prerequisite: SPM 2000 and sophomore standing or higher.

SPM 3204 Ethical Issues in Sport 3 Credits
Grading Scheme: Letter Grade
Review and study of ethical issues that affect sport.
Prerequisite: Sophomore standing or higher.

SPM 3306 Sport Marketing 3 Credits
Grading Scheme: Letter Grade
Key marketing concepts and strategies in sports referent to sport consumer behavior and implications for marketing. Analyzes marketing cases to solve marketing-related problems and to help students prepare and evaluate a comprehensive marketing plan.
Prerequisite: SPM 2000 & MAR 3023.

SPM 3403 Sport Information Management 3 Credits
Grading Scheme: Letter Grade
Prerequisite: sophomore standing or instructor permission.

SPM 3703 Sport Performance Analytics 3 Credits
Grading Scheme: Letter Grade
Introduces sport analytics with a strong emphasis on performance analytics. Through theoretical principles and hands-on practical experience utilizing the R programming language, students will acquire the skills and knowledge required to analyze sport performance data and leverage these insights to comprehend athletic performance. Learn how to make data-informed decisions that directly impact sport management strategies and overall performance in the sports world.
Prerequisite: STA 2023 & Sophomore standing & above.
SPM 4104 Sport Operations and Facility Management 3 Credits
Grading Scheme: Letter Grade
Planning and management of sport facilities.
Prerequisite: SPM 2000 and junior standing or higher.

SPM 4154 Managing Organizations in Sport 3 Credits
Grading Scheme: Letter Grade
Discusses managerial principles and techniques applicable to a multitude of sport organizations, and addresses the four functions of management: strategy, organizational structure, resource management, and leadership theories.
Prerequisite: MAN 3025 and SPM 2000.

SPM 4150 Revenue Generation in Sport 3 Credits
Grading Scheme: Letter Grade
Explore revenue generation in sport by learning foundational sales concepts, including the sales process. Also explore the role of corporate partnership in sport, and the application of the sales process as it relates to developing solutions to achieving partner organization objectives. Finally, explore fundraising, specifically in the context of collegiate athletics and community sport, with a focus on cultivation strategies.
Prerequisite: SPM 2000 and junior standing or higher.

SPM 4153 Sport Business and Finance 3 Credits
Grading Scheme: Letter Grade
Financial expense categories and sources of revenue for sport organizations. Determines and calculates facility revenues and non-facility revenues. Develops potential solutions for improving revenue sources to increase revenue and decrease costs while maintaining a viable product.
Prerequisite: SPM 2000 & junior standing or higher

SPM 4703 Sport Marketing Analytics 3 Credits
Grading Scheme: Letter Grade
Students delve into the world of sport consumer analytics within the context of the sport management field. With a strong focus on practical applications for sport consumer behavior research, this course equips students with the essential skills needed to excel in the dynamic landscape of sport business analytics. By blending statistical reasoning with real-world sport marketing and consumer behavior datasets, students will learn to extract meaningful insights that drive strategic decisions.
Prerequisite: STA 2023 & sophomore standing and above.

SPM 4711 Sport, Social Media, & Data Analysis 3 Credits
Grading Scheme: Letter Grade
Covers the historical development of social media and human society culminating in the social media boom. Discuss the theories behind social media and human society, usages of social media in the sport industry, and learn different ways of analyzing social media including data collection, descriptive statistics, quantitative analysis, and machine learning (artificial intelligence) sentiment analysis.
Prerequisite: STA 2023 & sophomore standing & above.

SPM 4723 Legal Issues in Sport 3 Credits
Grading Scheme: Letter Grade
Legal structures, major laws, regulations, and case precedents that establish legal responsibilities, rights, privileges, and controls related to sport management.
Prerequisite: SPM 2000 & junior standing or higher.

SPM 4724 Risk Management in Live Entertainment and Sports 3 Credits
Grading Scheme: Letter Grade
Analyze risk management considerations including safety, security, business continuity, legal, and regulatory issues impacting the live entertainment industry. Focuses on new and existing assembly occupancies (both indoor and outdoor) accommodating 250 patrons or more with an emphasis on occupancy in excess of 6000 (large-scale).
Prerequisite: SPM 2000 & junior standing or higher.

SPM 4725 Advanced Legal Aspects in Live Entertainment and Sports 3 Credits
Grading Scheme: Letter Grade
Concentrates on the legal aspects of the live entertainment and sports industry to provide a basic understanding of intellectual property, torts, and negligent acts. The goal is to avoid or reduce the probability of legal liabilities in the live entertainment and sports industry.
Prerequisite: (SPM 4723 or SPM 4724) & junior standing or higher.

SPM 4905 Variable Topics in Sport Management 1-3 Credits
Grading Scheme: Letter Grade
Offered upon request to meet special interests that not adequately provided in other courses.
Prerequisite: department permission.

SPM 4912 Undergraduate Supervised Research 0-5 Credits
Grading Scheme: S/U
Provides an opportunity for involvement in supervised research experiences. “Research” is operationally defined here as mentored but self-directed work that enables individual students or a small group of students to explore an issue of interest and to communicate the results to others.
Prerequisite: Sports Management majors.
SPM 4940 Advanced Career Preparation 2 Credits
Grading Scheme: Letter Grade
Provides students with the opportunity to gain additional practical experience within sport management agency. Students will be able to apply their skills and knowledge as an agency volunteer in their chosen option area. Students will examine personal strengths, leadership and management skills and then assess internship avenues and career options.
Prerequisite: SPM 2000 and SPM 2060.

SPM 4941C Internship in Sport Management 1-15 Credits
Grading Scheme: S/U
Internship with a public or private enterprise in sport management.
Prerequisite: SPM_BS & SPM 4940

SPM 4948 Practicum in Sport Management 1-3 Credits
Grading Scheme: S/U
Practical experience in sport management.
Prerequisite: Department permission & Approved practicum agency