

SPORT MANAGEMENT

Not all courses are offered every semester. Refer to the schedule of courses for each term's specific offerings.

More Info (<http://registrar.ufl.edu/soc/>)

Courses at the University of Florida, with the exception of specific foreign language courses and courses in the online Master of Arts in Mass Communication program, are taught in English.

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/>)

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Curriculum

- Combination Degrees
- 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.

LEI 3921 Field Experience in TRSM 3 Credits

Grading Scheme: Letter Grade

Practical field experience in leisure service delivery. Students apply skill and knowledge as volunteers where they utilize leadership and management skills to enhance participant involvement and agency operations. In addition, the student prepares a resume, investigates agencies as potential intern sites and submits the appropriate forms for approval of an internship site.

Prerequisite: department permission.

LEI 4880 Research Methods in Tourism, Recreation and Sport Management 3 Credits

Grading Scheme: Letter Grade

Introductory course providing a broad understanding of measurement and evaluation in recreation, sports, events, tourism and hospitality; introduces diverse aspects of research, from setting the theoretical background to evaluating the results of analyses.

Prerequisite: (LEI 2181 or SPM 2000) and STA 2023.

PET 3121 History of Sport and Exercise Sciences 3 Credits

Grading Scheme: Letter Grade

Development of sport and exercise sciences in the United States from colonial America to the present. Interpretations of sport and exercise sciences and the relation to society.

Prerequisite: Sport Management major.

PET 4262 Sport Career Transitions 3 Credits

Grading Scheme: Letter Grade

This course is designed to provide students with an in-depth understanding and appreciation of the transition to life after sport. Students will be introduced to 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.

PET 4905C Variable Topics in Exercise and Sport Sciences 1-5 Credits

Grading Scheme: Letter Grade

Offered upon request to meet students' special interests that are not adequately provided in other courses.

Prerequisite: department chair permission.

PET 4948C Practicum in Exercise and Sport Sciences 1-5 Credits

Grading Scheme: Letter Grade

Practical experience in such specialty areas as adult fitness programs, health clubs, exercise testing laboratories, clinical laboratories and athletic training rooms. May include senior thesis with oral defense.

Prerequisite: department chair permission.

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 3012 Sport and Society 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. (WR)

Prerequisite: sophomore standing or instructor permission.

Attributes: Satisfies 6000 Words of Writing Requirement

SPM 3204 Ethical Issues in Sport 3 Credits

Grading Scheme: Letter Grade

Review and study of ethical issues that affect sport.

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: MAR 3023 and SPM 2000 with minimum grades of C.

SPM 3403 Sport Information Management 3 Credits

Grading Scheme: Letter Grade

Instruction, Analysis, and Training in the Principles and Practice of Sport Information Management in Sports Organizations. Emphasizes Skills Essential for Sports Management Professionals, Including Handling Media Interactions Across Platforms, Problems, Crises, and Integration of Positive Communications Strategies With Strategic Goals of Sports Organizations.

Prerequisite: sophomore standing or instructor permission.

SPM 4104 Sport Facility Design and Management 3 Credits

Grading Scheme: Letter Grade

Planning and management of sport facilities.

Prerequisite: Sport Management major of junior standing or higher.

SPM 4154 Administration of Sport and Physical Activity 3 Credits

Grading Scheme: Letter Grade

Managerial principles and techniques applicable to a variety of sport, physical education and fitness settings.

Prerequisite: MAN 3025 and SPM 2000 with minimum grades of C.

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.

SPM 4723 Legal Issues in Sport and Physical Activity 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 and Sport Management major of 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 4941C Internship in Sport Management 1-15 Credits

Grading Scheme: S/U

Internship with a public or private enterprise in sport management. (S-U)

SPM 4948 Practicum in Sport Management 1-3 Credits

Grading Scheme: S/U

Practical experience in sport management. May include a senior thesis with oral defense.

Prerequisite: department permission.
