SPORT MANAGEMENT

The increasing complexity of the sport industry, the globalization of sport, and the increasing influence of media and technology underscore the importance of specific and comprehensive preparation for sport management professionals in the new economy. The Sport Management curriculum emphasizes the unique management, business, and legal principles and practices necessary to succeed in a dynamic global industry. The Sport Management major prepares professionals who are self-directed in their learning, critical thinkers and problem-solvers, interdisciplinary in their approach, and capable of effectively managing complex sport enterprises and marketing sport-related services and products to diverse markets.

Faculty

JOHN T. GERLACH, MBA
Associate Professor

DOUGLAS LILLY, J.D.
Instructor

RICHARD A. LIPSEY, MBA
Instructor

ANCA MICU, PH.D.
Associate Professor

JAMES P. SANTOMIER, JR., PH.D.
Professor

JOSHUA A. SHUART, PH.D.
Associate Professor, Chair

Major in Sport Management

The Sport Management curriculum provides a theoretical and skill-based framework in core business disciplines, functional business skills, and in specific sport business areas. Focus is on the financial, marketing, media, legal and ethical dimensions of sport business. The program provides students with opportunities to pursue U.S. based and international internships.

The Sport Management major requires completion of 54 major credits plus 12 credits in related supporting courses.

SACRED HEART UNIVERSITY CORE CURRICULUM (54-56 CREDITS)

COLLEGE OF BUSINESS CORE CURRICULUM (24 CREDITS + 9 REQUIRED SUPPORTING CREDITS)

AC 101    Financial Accounting and Reporting
AC 105    Managerial Accounting and Control
BU 201    Organizational Management
BU 231    Business Law I
BU 257    Business Ethics
BU 301    Business Policy
FN 215    Financial Management
MK 201    Principles of Marketing

OTHER COURSES IN MAJOR (24 CREDITS)

SM 255    Sport Sponsorship
IS 272    Dynamics of Information Technology
SM 206    Sport Enterprise Management
SM 235    Sport Law
SM 243    Sport Finance
SM 245    Sport Media
SM 265    Sport Marketing
SM 391    Sport Management Internship

REQUIRED SUPPORTING COURSES
(TAKEN AS PART OF UNIVERSITY CORE)

EC 202    Principles of Microeconomics
EC 203    Principles of Macroeconomics
MA 133    Elementary Statistics with Business Applications
**SPORT MANAGEMENT ELECTIVES**

(6 CREDITS)

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**Course Descriptions**

**SM 206 Sport Enterprise Management**

3 CR

Examines principles and foundations of sport management and how the functions of planning, organizing, leading, and directing apply to the sport enterprise. Focus is on the application of core management principles, including ethics. The course provides a basis for understanding the development and governance of the sport industry and for addressing contemporary problems and issues. Students develop a model of management designed to achieve the goals of the sport enterprise.

Prerequisite: BU 201

**SM 235 Sport Law**

3 CR

Explores the application of legal principles to the sport industry and provides basic knowledge of a wide range of legal statutes that relate to various dimensions of sport business. Major focus is on a review of judicial opinions in the areas of tort liability (risk management), agency and contract law, labor and employment law and antitrust issues that frequently have been addressed in cases involving sport enterprises.

Prerequisite: SM 206

**SM 243 Sport Finance**

3 CR

Examines the application of financial methods and procedures for the sport enterprise. Focus is on understanding the development and management of enterprise budgets and financial strategies, including debt service, ticket and concession sales, corporate sponsorship and licensed sport merchandise. Examines financial challenges related to current and future sources of revenue for the sport enterprise.

Prerequisites: FN 215

**SM 245 Sport Media**

3 CR

Examines the principles and fundamentals related to developing and implementing media relations programs for sport enterprises. Focus is on the development of electronic communications including press releases, local features, media guides and brochures, statistical breakdowns and web pages. Issues addressed include working with local, regional and national press; crisis management; ethical concerns; and promotion of specific events, teams and individuals.

Prerequisite: SM 206

**SM 255 Sport Sponsorship**

3 CR

Examines the unique dimensions of corporate sponsorship. Emphasis is placed on proven sponsorship sales techniques, the dynamics of selling sport sponsorships, and an analysis of the global sponsorship market and the necessary steps needed to generate sponsorships revenues for sports events. Insights into creating a sponsorship inventory, research base, and sales plan are provided.

Prerequisite: SM 265

**SM 265 Sport Marketing**

3 CR

Analyzes how marketing, promotion and
public relations principles apply to the sport industry. Explores issues in marketing of the sport enterprise, sport-related events and venues and, products and services. Focus is on the marketing of sport as a product and on the marketing of non-sport products and services using sport as a promotional tool. Addresses unique challenges and limitations as well as new trends in sport marketing.

Prerequisites: SM 206 and MK 201

**SM 281 Sport Venue and Event Management**  
3 CR  
Examines principles and fundamentals of managing and financing sport and entertainment venues. Focuses on developing knowledge and skills necessary to develop, design and manage sports, recreation and health/fitness facilities. Emphasizes design analysis, operations and event management. Includes site visits.

Prerequisite: SM 206

**SM 283 Sporting Goods Industry**  
3 CR  
Examines the history, foundations, organization, management and future of the sporting goods industry. Designed specifically for individuals interested in a career in the sporting good industry and focuses on understanding the development of core dimensions of the industry, including market structure, sporting goods manufacturers, marketing strategies and channel distribution and sporting goods e-commerce. The course emphasizes problem solving and developing critical thinking skills within the context of the sporting goods industry.

Prerequisite: SM 206

**SM 299 Special Topics in Sport Management**  
3 CR  
Designates new or occasional courses that may or may not become part of the department’s permanent offerings. Courses capitalize on a timely topic, a faculty member’s particular interest, an experimental alternative to existing courses, etc.

Prerequisites established by the department as appropriate for the specific course. Course title is shown on the student’s transcript. Consult the current course schedule for available topics and current prerequisites.

Prerequisite: SM 206

**SM 382 Sport New Media**  
3 CR  
Examines the relationship between new media and the sport industry, including broadband, wireless, mobile technologies, sport websites, streaming video, audio, iTV, podcasting, e-commerce, and online marketing. Focus is on the relationship of new media to current trends in sport marketing, sponsorship, broadcasting, UGC, CRM, etc. Emphasizes developing critical new media-related skills, including web page design.

Prerequisites: IS 272, SM 265; Recommended SM 245

**SM 391 Sport Management Internship**  
3–9 CR  
Students are directly involved in various dimensions of managing the sport enterprise. Emphasis is on the practical application of management and marketing principles and skills to a specific sport business. On-site sport management professionals supervise students.

Prerequisites: SM 206 and permission of the Sport Management internship coordinator.