



Course Descriptions

BSPM 4232/ECON 4232 Sport Finance (3 Credits)

An exploration of the many traditional and innovative revenue acquisition methods available to sport organizations. Along with conventional income sources such as tax support, ticket sales, concessions and fund raising, students receive in-depth exposure to more recent innovations relating to licensing sport products, media sales and corporate sponsorships.

BSPM 4330/BLAW 4330 Sport Law (3 Credits)

An overview of the sport industry, including both amateur and professional sports. The Constitutional aspects of athletics with special attention toward procedural and substantive due process, equal protection and the right to contract. The formation and conditions of contracts from both the management and individual's perspectives, including breach of contract by either party. The rights of athletes, coaches and management according to the ability of each to participate in the prospective sports' leagues and organizations as evidenced by current labor law, tort law and the right to represent an athlete. Strong emphasis on ethical concerns in the sport industry.

BSPM 4535/BMGT 4535 The Management of Sport Organizations (3 Credits)

An application of the general principles of management to the sport industry and to the management of sport organizations in particular. This course provides the student with an overview of the sport industry, as well as the issues encountered by managers of sport organizations and how management techniques can be applied to effectively address these issues. Students will also consider the ethical and moral dilemmas facing sport managers.

BSPM 4548 Professional Sport Franchises (3 Credits)

An examination of the basic business unit of American professional sports, the individual franchise. Topics of discussion include: the nature of ownership; franchise exclusivity; rights vested in the franchise; the creation of local broadcast rights and the building of regional sports networks; the reasons for building and upgrading venues and facilities; revenue maximization; hiring of skilled professional staff; strategic pricing; customer knowledge and relationship strategies. Via a case study method, students will review the success and failure of a variety of sports franchises.

BSPM 4607/BMKT 4607 Sport Marketing (3 Credits)

The applications of marketing science to all realms of the sport industry, including: professional sports; intercollegiate, interscholastic and intramural sports; amateur sports; and commercial and public sport and recreational facilities, clubs, resorts and service organizations. The special nature and needs of sport organizations. A view of the international sport business. Ethical issues in sport marketing.