

PESM: SPORTS MANAGEMENT (PESM)

PESM 200. Foundations of Sport Mgmt. (3 Credits)

This course will introduce students to the sports industry, the history and principles of sports, the wide range of career opportunities involving sports, and the economic impact of sports in America.

PESM 240. Sport in the Media. (3 Credits)

This course will explore the relationships between the sports industry, athletes, media, and audience. Topics of discussion will include various types of information sources, such as newspapers, magazines, books, radio, television, online, forums, blogs, and social media in terms of their history, function, impact, and ethical implications.

PESM 301. Special Topics in Sport Mgmt. (3 Credits)

This course provides opportunities for students to pursue topics of interest in sport management beyond those accessible via the standard curriculum. The application of content to authentic situations is stressed.

PESM 330. Sport Marketing. (3 Credits)

A study and critical examination of the marketing mix (product, price, place and promotion) related to sports marketing. Special emphasis will be placed on production and advertising and sales techniques applied to educational environments, athletic programs and to amateur and professional sports.

PESM 350. Sport Facility & Event Mgmt. (3 Credits)

This course will provide students with effective management skills for the operation of sport facilities in regard to operations, security, and event planning.

PESM 352. Sport Ethics. (3 Credits)

This course will investigate ethical, managerial and moral issues related to individuals who work and participate in the areas of sport and physical activity.

PESM 402. Directed Research. (3 Credits)

This course is designed to provide opportunities for the pursuit of in-depth knowledge and understanding of a variety of significant and emerging sport management issues in the instructional program.

PESM 405. Sport in American Society. (3 Credits)

Discusses the phenomenon of sport as it represents one of the most pervasive social institutions today. The major theme of this course is to demonstrate how sports reflect and enforce the beliefs, values, and ideologies of society. Emphasis is placed on changing attitudes and current trends in the world of sports. The course will be taught from a sociological and philosophical perspective.

PESM 406. Sport Law. (3 Credits)

This course is the identification and application on various areas of law to the sports industry. Includes how constitutional law, contract law, employment law and tort law impact sport management decisions and the sports industry.

PESM 407. Sport Governance & Policy. (3 Credits)

This course will examine governance structures within professional and amateur sport organizations. Emphasis will be placed on the mission, structure and function of sport governing bodies within intercollegiate athletics, scholastic, amateur, professional and olympic sports.

PESM 408. Finc Aspects Recr & Sport Mgmt. (3 Credits)

This course will investigate fund raising activities and the appropriate use of financial resources within the sport industry.

PESM 472. Internship. (3 Credits)

Supervised work experience under expert guidance at approved sites provided for the prospective professional in sport and recreation management. Emphasis is on various individual and group opportunities in sport and recreation management organizations involving theories, techniques, managerial tasks, administrative procedures and working with exceptional individuals. Internship is designed to secure enriching experiences in all aspects of the organization that will enable students to grow personally and professionally. 300 supervised hours required.