SPORT MANAGEMENT (SMGT)

SMGT 260 - INTRODUCTION TO SPORT MANAGEMENT
Short Title: INTRO TO SPORT MANAGEMENT
Department: Sport Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 3
Restrictions: Graduate level students may not enroll.
Course Level: Undergraduate Lower-Level
Description: This course is designed to assist students in self-evaluating, examining and developing a philosophy, values, and moral reasoning skills. Major moral/ethical issues and theoretical frameworks inside and outside of sport will be researched and discussed. Students will experience the ethical decision-making process through opportunities for critical analysis drawing upon their philosophical bases. All major theories of ethics will be examined with special application made to the sport management environment.

SMGT 266 - LEADING WITH SERVICE
Short Title: LEADING WITH SERVICE
Department: Sport Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 3
Restrictions: Graduate level students may not enroll.
Course Level: Undergraduate Lower-Level
Prerequisite(s): SMGT 260 or KINE 260
Description: This course will examine industry leaders in customer service, identifying the unique qualities that their employees exhibit. Students will learn the fundamentals of service delivery and various research and analysis methods, then apply those in practical applications with local sports franchises. By the conclusion of this course, students will have created a customer service vision for a fictitious organization, developed training programs for employees and created measurable objectives for success. This course is for Freshmen and Sophomores only. Special Registration is required for Juniors and Seniors.

SMGT 276 - SPORT MANAGEMENT PRACTICUM
Short Title: SPORT MANAGEMENT PRACTICUM
Department: Sport Management
Grade Mode: Standard Letter
Course Type: Internship/Practicum
Credit Hours: 3
Restrictions: Graduate level students may not enroll.
Course Level: Undergraduate Lower-Level
Prerequisite(s): SMGT 260 or KINE 260
Description: This class is designed to prepare students for their internship. Students will learn how to construct an effective resume, interview skills, business etiquette, etc. Students will also gain real-life experience by working with one of the numerous sports organizations in Houston for 100 hours during the course of the semester.

SMGT 350 - SPORT ETHICS
Short Title: SPORT ETHICS
Department: Sport Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 3
Restrictions: Graduate level students may not enroll.
Course Level: Undergraduate Upper-Level
Description: This course is designed to assist students in self-evaluating, examining and developing a philosophy, values, and moral reasoning skills. Major moral/ethical issues and theoretical frameworks inside and outside of sport will be researched and discussed. Students will experience the ethical decision-making process through opportunities for critical analysis drawing upon their philosophical bases. All major theories of ethics will be examined with special application made to the sport management environment.

SMGT 360 - SALES & REVENUE GENERATION IN SPORT
Short Title: SALES & REVENUE GENERATION
Department: Sport Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 3
Restrictions: Graduate level students may not enroll.
Course Level: Undergraduate Upper-Level
Prerequisite(s): SMGT 260 or KINE 260
Description: This course will explore economic and financial principals that are required for successful selling in the sport industry, such as developing proposals, making persuasive sales presentations, closing deals, maintaining relationships, etc. Students will also explore the various ways that revenue is generated in the sport industry.

SMGT 361 - SPORT FINANCE AND COMMUNITY ENGAGEMENT
Short Title: SPORT FINANCE
Department: Sport Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 3
Restrictions: Graduate level students may not enroll.
Course Level: Undergraduate Upper-Level
Prerequisite(s): SMGT 260 or KINE 260
Description: This course will explore economic and financial principals that are significant in the sport industry. This course also addresses the issues, challenges, and opportunities of civic life and the benefits that diverse populations receive when sports organizations use their unique power to unite members of a community who otherwise might not share in the array of benefits provided.

SMGT 362 - SPORT MARKETING
Short Title: SPORT MARKETING
Department: Sport Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 3
Restrictions: Graduate level students may not enroll.
Course Level: Undergraduate Upper-Level
Prerequisite(s): SMGT 260 and (HUMA 201 or LEAD 321 or BUSI 296)
Description: This course covers the essentials of sport marketing which includes planning, promotions, operations, and market analysis. Students will examine the fundamental principles used in the marketing of sport, products, events, and the importance of service quality. Recommended
SMGT 364 - SPORT LAW  
**Short Title:** SPORT LAW  
**Department:** Sport Management  
**Grade Mode:** Standard Letter  
**Course Type:** Lecture  
**Credit Hours:** 3  
**Restrictions:** Graduate level students may not enroll.  
**Course Level:** Undergraduate Upper-Level  
**Prerequisite(s):** SMGT 260 or KINE 260  
**Description:** This course is designed to introduce students to the American legal system and to the types of legal reasoning used by lawyers and judges. This course will also provide an overview of how various areas of sports are integrated with the American legal system.

SMGT 365 - SPORT MEDIATION  
**Short Title:** SPORT MEDIATION  
**Department:** Sport Management  
**Grade Mode:** Standard Letter  
**Course Type:** Lecture  
**Credit Hours:** 3  
**Restrictions:** Graduate level students may not enroll.  
**Course Level:** Undergraduate Upper-Level  
**Description:** This course introduces the core principles of mediation. Within the class each student will become familiar with the nature of conflict, have a better understanding of culture awareness, as well as the ethics within the field of mediation. Students will conduct a full mediation while maintaining neutrality, exhibiting negotiation skills, and drafting agreements.

SMGT 366 - EVENT MANAGEMENT  
**Short Title:** EVENT MANAGEMENT  
**Department:** Sport Management  
**Grade Mode:** Standard Letter  
**Course Type:** Lecture  
**Credit Hours:** 3  
**Restrictions:** Graduate level students may not enroll.  
**Course Level:** Undergraduate Upper-Level  
**Prerequisite(s):** (SMGT 260 or KINE 260) and SMGT 266  
**Description:** Practical application of the principles and theory related to planning, organization, and execution of sport and entertainment events. Students will case study examples of crisis management and event day coordination. During the semester, students will attend large scale events and evaluate key performance indicators. By the conclusion of this course, students will be prepared to design, run, and measure the success of events and event management teams.

SMGT 368 - ISSUES IN CONTEMPORARY SPORT  
**Short Title:** ISSUES IN CONTEMPORARY SPORT  
**Department:** Sport Management  
**Grade Mode:** Standard Letter  
**Course Type:** Lecture  
**Credit Hours:** 3  
**Restrictions:** Graduate level students may not enroll.  
**Course Level:** Undergraduate Upper-Level  
**Prerequisite(s):** SMGT 260 or KINE 260  
**Description:** This class examines the social institution of sport and its consequences for American society and various social organizations ranging from leisure to professional sport. Topics such as deviance in sport, discrimination, women in sport, and ethics will be covered. This class will also review the socialization implications from participation in sport.

SMGT 369 - SPORT MANAGEMENT INTERNSHIP 4  
**Short Title:** SPORT MANAGEMENT INTERNSHIP 4  
**Department:** Sport Management  
**Grade Mode:** Standard Letter  
**Course Type:** Internship/Practicum  
**Credit Hours:** 3  
**Restrictions:** Graduate level students may not enroll.  
**Course Level:** Undergraduate Upper-Level  
**Prerequisite(s):** (SMGT 260 or KINE 260) and (SMGT 276 or KINE 276)  
**Description:** Internship experience for upper-level students in sport management.

SMGT 376 - SPORT MANAGEMENT INTERNSHIP 1  
**Short Title:** SPORT MANAGEMENT INTERNSHIP 1  
**Department:** Sport Management  
**Grade Mode:** Standard Letter  
**Course Type:** Internship/Practicum  
**Credit Hours:** 3  
**Restrictions:** Graduate level students may not enroll.  
**Course Level:** Undergraduate Upper-Level  
**Prerequisite(s):** (SMGT 260 or KINE 260) and (SMGT 276 or KINE 276)  
**Description:** Internship experience for upper-level students in sport management.

SMGT 377 - SPORT MANAGEMENT INTERNSHIP 2  
**Short Title:** SPORT MANAGEMENT INTERNSHIP 2  
**Department:** Sport Management  
**Grade Mode:** Standard Letter  
**Course Type:** Internship/Practicum  
**Credit Hours:** 3  
**Restrictions:** Graduate level students may not enroll.  
**Course Level:** Undergraduate Upper-Level  
**Prerequisite(s):** (SMGT 260 or KINE 260) and (SMGT 276 or KINE 276)  
**Description:** Internship experience for upper-level students in sport management.

SMGT 378 - SPORT MANAGEMENT INTERNSHIP 3  
**Short Title:** SPORT MANAGEMENT INTERNSHIP 3  
**Department:** Sport Management  
**Grade Mode:** Standard Letter  
**Course Type:** Internship/Practicum  
**Credit Hours:** 3  
**Restrictions:** Graduate level students may not enroll.  
**Course Level:** Undergraduate Upper-Level  
**Prerequisite(s):** (SMGT 260 or KINE 260) and (SMGT 276 or KINE 276)  
**Description:** Internship experience for upper-level students in sport management.

SMGT 405 - RESEARCH IN SPORT MANAGEMENT  
**Short Title:** RESEARCH IN SPORT MANAGEMENT  
**Department:** Sport Management  
**Grade Mode:** Standard Letter  
**Course Type:** Research  
**Credit Hours:** 3  
**Restrictions:** Graduate level students may not enroll.  
**Course Level:** Undergraduate Upper-Level  
**Prerequisite(s):** (KINE 319 or STAT 280) and (SMGT 260 or KINE 260)  
**Description:** This class is designed to provide students with experience working on actual research projects, likely with one of the professional sport franchises in Houston. At the end of the semester, the class will present its findings to the organization's upper management.
SMGT 415 - THEORIES OF HIGH LEVEL PERFORMANCE
Short Title: THEORIES-HIGH LVL PERFORMANCE
Department: Sport Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 3
Restrictions: Graduate level students may not enroll.
Course Level: Undergraduate Upper-Level
Description: This is a class designed for students who plan to go into coaching or training. It will provide the most current information available for training elite athletes in the area of strength, power, speed, and flexibility. Experts in the field of strength training, plyometrics, speed training, and flexibility will speak. The nature and basis of elite athlete training related to exercise physiology, biomechanics, motor learning, sport psychology, and nutrition will be explored.

SMGT 430 - INTRODUCTION TO SPORT ANALYTICS
Short Title: INTRO TO SPORT ANALYTICS
Department: Sport Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 3
Restrictions: Graduate level students may not enroll.
Course Level: Undergraduate Upper-Level
Prerequisite(s): SMGT 260 and STAT 280
Description: The focus of this course will be to provide the basics for understanding and applying analytical techniques to professional teams both on the sports side (predicting player performance and outcomes) and the business side (establishing business models). A survey into basic statistical techniques (multiple regression, discriminant analysis, etc.) will be the foundation of the class.

SMGT 460 - BUSINESS ANALYSIS IN SPORT
Short Title: BUSINESS ANALYSIS IN SPORT
Department: Sport Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 3
Restrictions: Graduate level students may not enroll.
Course Level: Undergraduate Upper-Level
Prerequisite(s): SMGT 260 or KINE 260
Description: Students will be exposed to the aspects of effectively planning for and introducing change in sport organizations. This will include an examination of the successful management of organizational and behavioral changes, focusing on planned and unplanned changes and emphasizing development of change strategies and the measurement of change effectiveness.

SMGT 464 - ADVANCED SPORT LAW
Short Title: ADVANCED SPORT LAW
Department: Sport Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 3
Restrictions: Graduate level students may not enroll.
Course Level: Undergraduate Upper-Level
Prerequisite(s): SMGT 364
Description: This course examines legal issues impacting amateur and professional sports. Students will analyze sport cases and materials that cover multiple disciplines, including contracts, torts, constitutional law, labor and employment, and criminal law. Students will augment their learning through analysis and discussion of up-to-the-minute professional and collegiate sports law developments.

SMGT 466 - SPORT PUBLIC RELATIONS
Short Title: SPORT PUBLIC RELATIONS
Department: Sport Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 3
Restrictions: Graduate level students may not enroll.
Course Level: Undergraduate Upper-Level
Prerequisite(s): (SMGT 260 or KINE 260) and (SMGT 362 or KINE 362)
Description: Successful journalists must be able to communicate through their writing, their spoken word, and also through video. Students in this class will learn all of the different journalism formats and techniques including writing short and long articles, blogging, videos, podcasts, interviews, PR writing, social media, etc. Students will complete assignments in each of these areas. When students finish the course, they will have an updated portfolio filled with examples of their work. Recommended Prerequisite(s): SMGT 466

SMGT 470 - SPORT MANAGEMENT SEMINAR
Short Title: SPORT MANAGEMENT SEMINAR
Department: Sport Management
Grade Mode: Standard Letter
Course Type: Seminar
Credit Hours: 3
Restrictions: Graduate level students may not enroll.
Course Level: Undergraduate Upper-Level
Prerequisite(s): (SMGT 260 or KINE 260) and (SMGT 276 or KINE 276)
Description: The object of this course is to expose students to upper-level problem-solving methods in the sport management industry. Students will learn by writing and solving case studies as well as discussing current issues. This class is designed for students who are pursuing a career in the sport management industry. Students will also interact with a series of speakers from the industry. Students should have completed the majority of SMGT classes before considering taking this course. Instructor Permission Required. Repeatable for Credit.

SMGT 490 - SEMINAR IN SPORTS ANALYTICS
Short Title: SEMINAR IN SPORTS ANALYTICS
Department: Sport Management
Grade Mode: Standard Letter
Course Type: Seminar
Credit Hours: 3
Restrictions: Graduate level students may not enroll.
Course Level: Undergraduate Upper-Level
Prerequisite(s): SMGT 430 and COMP 140 and STAT 385 and STAT 405
Description: This course is designed to be the culminating experience in the Sport Analytics Minor. It will involve working with a professional or college sports team researching a real problem. Also, selected speakers will discuss cutting edge research in the field of Sports Analytics. Instructor Permission Required.
SMGT 495 - INDEPENDENT STUDY
Short Title: INDEPENDENT STUDY  
Department: Sport Management  
Grade Mode: Standard Letter  
Course Type: Independent Study  
Credit Hours: 1-3  
Restrictions: Enrollment limited to students with a class of Junior or Senior. Graduate level students may not enroll.  
Course Level: Undergraduate Upper-Level  
Description: Reading or research project to be determined by discussions between student(s) and faculty member(s). Must have the approval of the Chair of the Department of Sport Management and the participating faculty member. Instructor Permission Required.

SMGT 498 - SPECIAL TOPICS  
Short Title: SPECIAL TOPICS  
Department: Sport Management  
Grade Mode: Standard Letter  
Course Type: Seminar  
Credit Hours: 1-4  
Restrictions: Graduate level students may not enroll.  
Course Level: Undergraduate Upper-Level  
Description: Topics may vary. Please consult with the Sport Management Program for additional information. Repeatable for Credit.

SMGT 499 - TEACHING PRACTICUM  
Short Title: TEACHING PRACTICUM  
Department: Sport Management  
Grade Mode: Standard Letter  
Course Type: Internship/Practicum  
Credit Hours: 1-3  
Restrictions: Graduate level students may not enroll.  
Course Level: Undergraduate Upper-Level  
Description: Advanced teaching experience for upper level students who have demonstrated a particular aptitude and interest in an area of sport management. Students assist in conducting a course in which they have previously excelled. The student will learn techniques in course management, instruction, and evaluation. The Chair of the Department of Sport Management must approve all teaching assistants. Pre-requisites: declared Sport Management major. Student must have received at least an "A-" in the course serving as the practicum. Instructor Permission Required. Repeatable for Credit.