

Sport Leadership (SPL) Courses

SPL5100 Sports and Entertainment Venues & Events, Development and Management

This graduate-level course focuses on the leadership required to develop and effectively manage entertainment and sports venues and events, as well as analyze and successfully implement best practices required in a uniquely time sensitive environment. (HY) (OL)

Offered at Denver, North Miami, Online, Providence
3 Semester Credits

SPL6010 Finance and Revenue Generation in Sport

This upper-level graduate course reviews revenue generation, skills and techniques needed to succeed in the ever-changing industry of sports. The course focuses on advanced sport sponsorship design and strategies in addition to a comprehensive overview of the revenue generating streams of ticket sales, concession sales and merchandise sales for various sport organizations. The course also offers a conceptual framework for the planning, development, management and implementation of sport fundraising events. (HY) (OL)

Offered at North Miami, Online, Providence
3 Semester Credits

SPL6030 Global Issues in Sport Leadership

This upper-level graduate course explores sociological concepts of how sports and sport participation impact the lives of individuals and groups in a society. Students explore several significant contemporary sport sociology issues, including drug abuse, race, ethnicity, gender inequity, ethics, gambling and violence. To increase their sociological understanding of sport, students identify and discuss sociological perspectives about the components of sport and physical activity. (HY) (OL)

Offered at Denver, North Miami, Online, Providence
3 Semester Credits

SPL6050 Contemporary Leadership Strategies in Sport

This course investigates leadership strategies in sport. Focus is on leadership theories and practices and their applications to the sport industry. The content of the course includes an exploration of problem solving, serving in leadership positions and training others to serve in sports organizations. (HY) (OL)

Offered at Denver, North Miami, Online, Providence
3 Semester Credits

SPL6070 Effective Communication Strategies in Sport

This course focuses on implementing effective communication strategies when leading an organization within the sports industry. Emphasis is placed on the variety of communication methodologies and vehicles that can be leveraged to create positive results when leading a sports organization. This course examines both internal and external communications strategies aimed at achieving positive results within a fast-paced and continually shifting global sports community. (HY) (OL)

Offered at Denver, North Miami, Online, Providence
3 Semester Credits

SPL6120 Diversity and Social Responsibility in Sport

This course explores common questions and issues about sport and its relation to society through various sociological and cultural lenses. The course provides the foundations for examining the multifaceted roles of sport and physical activity in society and for studying sport from a critical perspective. Students also understand and evaluate the sociocultural issues raised by sport and relate these themes to their own lives. Through this in-depth examination of sociocultural issues, students are able to understand and appreciate the development of sport as a part and reflection of the development of society. (HY) (OL)

Offered at North Miami, Online, Providence
3 Semester Credits

SPL6150 Advanced Marketing Methods in Sport

This course focuses on the techniques for formulating strategic marketing and promotional applications for a diverse array of sports organizations. Emphasis is placed on the use of analytics as well as both quantitative and qualitative data to drive key business decisions. Topics discussed include licensing rights, sales proposal development, sponsor solicitation, new business development, endorsements and merchandising, commercialization of technology and corporate partnerships. Students examine case studies in order to discern key marketing concepts and strategies.

Prerequisite(s): 15 credits completed in Sport Leadership major courses. (HY) (OL)

Offered at North Miami, Online, Providence
3 Semester Credits