**Sport & Fitness Management (SFM)**

**SFM 265 - INTRODUCTION TO SPORT MANAGEMENT**  
Semester Hours: 3  
This 3 hr course provides the student with knowledge of sport management and administration in both athletics and leisure-based sports. Topics include management concepts, roles and responsibilities, fiscal management, fund raising, legal issues, event scheduling and decision making.

**SFM 381 - FACILITIES AND EQUIPMENT MANAGEMENT**  
Semester Hours: 3  
This course will provide theories for the design, development, operation, maintenance, and management of sport and fitness facilities. Prerequisite: KIN 260.

**SFM 382 - SPORT LEADERSHIP**  
Semester Hours: 3  
This course focuses on the role of leadership in general, with a specific application to a sport setting. We will focus on the numerous approaches to leadership that have been used, and emphasize illustrating and applying them to different aspects of sports. Prerequisites: KIN 260.

**SFM 383 - SOCIOLOGY IN SPORT**  
Semester Hours: 3  
This course is designed to study the role sport plays as a social institution. Additionally, we will identify what social institutions are most affected by sport and how these institutions are created. Topics will include the definition of sport as well as why and how it is studied, the effect of sport on society, sport as an institution, and sport and culture. Prerequisite: SOC 100.

**SFM 384 - EVENT MANAGEMENT**  
Semester Hours: 3  
This course investigates event management (in a planning and administration of sports events context) using a secondary objective model for planning, implementation management of events. This management of an event will include aspects such as event planning, event promotion, event sponsorship, recruiting & managing volunteers, event risk management, and event facilitation. The financial elements of sports event management will be Prerequisites: SFM 265 or KIN 265.

**SFM 385 - WOMEN IN SPORT**  
Semester Hours: 3  
The course examines the effects of Title IX, and other historical events that have influenced the inclusion of women in participating in various aspects of sports and the role of women in sports industry through a contemporary approach to sport leadership, management and media. Prerequisite: SOC 100.

**SFM 442 - INTRODUCTION TO SPORT LAW**  
Semester Hours: 3  
This course is designed to introduce students to the legal doctrines, major statutes, standards, and case law that establish legal responsibilities, rights, privileges and controls related to the field of exercise and sport sciences. Prerequisite: KIN 260.

**SFM 443 - SPECIAL TOPICS IN SPORTS AND FITNESS MANAGEMENT**  
Semester Hours: 3  
This course will address a variety of topics based on emerging trends in Sport Administration. Potential course offerings will include coach education, advanced legal issues, sport sociology, sport finance and accounting and globalization of sport. Course content will be offered in rotation as needed. Prerequisite: KIN 260.

**SFM 470 - SPORT MARKETING**  
Semester Hours: 3  
Sport Marketing presents an overview of the various techniques and strategies used in meeting the wants and needs of consumers in the sport industry as well as the understanding how sport can be used to assist in the marketing of other companies and products. Areas to be addressed are the uniqueness of sport marketing in comparison with traditional marketing, an overview of the segments of the sport industry, the importance of market research and segmentation in identifying the right sport consumer, the issue of data-based marketing in researching the sport consumer, an overview of the marketing mix as individual units and the relationship between those units, and the development of sponsorship and endorsement packages. Prerequisite: MKT 301.
SFM 471 - SPORT FINANCE  
Semester Hours: 3  
This course examines the financial tools that sports managers use to run their sport businesses. As such, it explores traditional and innovative methods of revenue acquisition and financial management in sports organizations, the financial business structure of sports organizations, and the financial planning and forecasting processes that make organizations effective. Various other aspects of finance are discussed as they relate to sports organizations, including the time value of money, capital structuring, stocks and bonds, inventory management, and taxation. Prerequisite: FIN 301.

SFM 472 - ETHICS IN SPORT  
Semester Hours: 3  
This course prepares students to take a more critical view of sport, as well as reflect on their own personal ethical and competitive orientations. A central focus of the course is to view sport and competition from social justice and diversity perspectives. More specifically, sport is discussed from a socio-cultural context regarding how dominant and non-dominant groups (racial, ethnic, or socio-economic) have used sport to preserve or change their societal status. This includes such areas as racial identity and equity, gender identity and equity, cultural and ethnic stereotyping, sexual orientation, hazing and bullying, religion and sport, and individuals with disabilities. This course will also look at how to become an agent for change by using social capital to promote ethical equity and diversity. Prerequisite: KIN 265 or SFM 265.

SFM 473 - INTRODUCTION TO PROJECT MANAGEMENT  
Semester Hours: 3  
This course provides an introduction to project management using a guidelines approach to project sustainability and working-in-teams. The guidelines approach involves investigations of topics like project cycles; resources; deliverables; estimating costs; mitigating risk; revealing variances to costs/profits; and project scope. This class is the practice of turning ideas into reality. Junior Standing required.

SFM 491 - SPORT AND FITNESS MANAGEMENT INTERNSHIP  
Semester Hours: 6  
Sport & Fitness Management Internship will introduce and promote professionalism through a hands-on experience with a local company. The student will be guided by a faculty member and company representative to achieve a strong overall work experience pertaining to the student's interests. Prerequisite: SFM 265 or KIN 265 and senior standing.