

SPORT MANAGEMENT (SPRT)

SPRT F280 Sport Leadership

3 Credits

Offered As Demand Warrants

Provides leadership theory and develop leadership skills for application internal and external to their sport. Focus on the identification and development of leadership skills/abilities and application within the classroom, a sport and for an on-campus project.

Cross-listed with LEAD F280; SPRT F280.

Lecture + Lab + Other: 3 + 0 + 0

SPRT F281X Introduction to Sport Management

3 Credits

Offered As Demand Warrants

Provides a basic understanding of the methods employed to manage amateur and professional sports organizations and the legal issues involved. Topics such as stadium financing, risk management contracts and human resource management, data collection, public versus private sector labor laws, collective bargaining and drug testing will be examined. Basic management techniques, theory and problems associated with the field sport management are discussed along with history and current trends in sport management.

Cross-listed with BA F281X.

Attributes: UAF GER Social Sciences Req

Lecture + Lab + Other: 3 + 0 + 0

SPRT F481 Entertainment and Sport Event Management

3 Credits

Offered As Demand Warrants

This course is designed to provide the student with knowledge pertaining to the various aspects of managing a public sport and/or entertainment event and their production. Some of the topics discussed include economic impact, sponsorship, risk management, staff and volunteers, customer service, concessions, crowd management and technology. Sport will also be discussed from a unique Alaskan viewpoint, as a sport often takes the form of an event and/or entertainment that differs from the traditional "professional sporting event".

Prerequisites: BA F343, BA F281X; COJO F141X.

Cross-listed with BA F481.

Lecture + Lab + Other: 3 + 0 + 0

SPRT F482 Sport Marketing

3 Credits

This course provides a decision-orientated overview of sport marketing management in sport organizations. This course is designed to acquaint students with comprehensive fundamental theories and issues in sport marketing, grounded within traditional marketing principles, and emphasizing unique application to the sport industry. Accordingly, the most basic objectives of the course are to provide you with a broad introduction to sport marketing concepts, the role of sport marketing in society, the role of sport marketing within organizations and the various factors that influence marketing decision-making.

Prerequisites: BA F343, BA F281X; COJO F141X.

Cross-listed with BA F482.

Lecture + Lab + Other: 3 + 0 + 0

SPRT F483 Sport Sales

3 Credits

This course is designed to provide the student with knowledge pertaining to the various aspects of sales and ticketing techniques to help them in their pursuit of employment. Some of the topics discussed include ticket distribution, customer service, ticketing software as well as real-life ticket sales campaigns. Sport sales will also be discussed from a unique Alaska viewpoint, as sport sales can differ from the traditional "professional sporting event" with the unique nature of Alaskan entertainment and sport.

Prerequisites: BA F343, BA F281X; COJO F131X or COJO F141X.

Cross-listed with BA F483.

Lecture + Lab + Other: 3 + 0 + 0

SPRT F484 Legal Aspects of Sport and Recreation Management

3 Credits

Offered As Demand Warrants

This course will focus on the three major areas of law that have a direct impact on the management of sport and recreation: tort liability and risk management; contract law; and constitutional law.

Prerequisites: SPRT F281X.

Lecture + Lab + Other: 3 + 0 + 0

SPRT F485 Sport and Recreation Facilities

3 Credits

Offered As Demand Warrants

This course provides a foundation for the planning process, operations, and specific design features for various park, recreation, and sport facilities. This course is designed to provide students the opportunity to learn multiple aspects of sports facilities and the management of events held at these facilities.

Prerequisites: SPRT F281X or SPRT F280.

Lecture + Lab + Other: 3 + 0 + 0

SPRT F491 Sport Analytics

3 Credits

Offered As Demand Warrants

This course is an introduction to the application of analytical tools and techniques used within the sports industry. It will discuss theory, development, and application of analytics in the sports industry.

Prerequisites: SPRT F280 or SPRT F281X.

Lecture + Lab + Other: 3 + 0 + 0