SPORT MANAGEMENT (SPRT)

SPRT F280  Sport Leadership
3 Credits
Offered Fall
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; BA F280.
Lecture + Lab + Other: 3 + 0 + 0

SPRT F281X  Introduction to Sport Management
3 Credits
Offered Fall, Spring and Summer
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.

SPRT F375  Introduction to E-Sports Management
3 Credits
Offered As Demand Warrants
This course is designed to introduce students to business concepts related to the e-sports industry. Students will be exposed to topics including: the definition of e-sports, content marketing, event development, financial structures, and risk management specific to outdoor recreation businesses. Topics covered include business plan development and management; contract law; and constitutional law.
Prerequisites: WRTG F111X; WRTG F211X, WRTG F212X, WRTG F213X or WRTG F214X.
Cross-listed with BA F375.
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. Topics discussed include economic impact, sponsorship, risk management, staff and volunteers, customer service, concessions, crowd management and technology.
Prerequisites: BA F343; BA F281X or SPRT F281X; COJO F121X, COJO F131X or COJO F141X.
Cross-listed with BA F481.
Lecture + Lab + Other: 3 + 0 + 0

SPRT F482  Sport Marketing
3 Credits
Offered Spring
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.
Prerequisites: BA F343; BA F281X or SPRT F281X; COJO F121X, COJO F131X or COJO F141X.
Cross-listed with BA F482.
Lecture + Lab + Other: 3 + 0 + 0

SPRT F483  Sport Sales
3 Credits
Offered Fall
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.
Cross-listed with BA F484.
Lecture + Lab + Other: 3 + 0 + 0

SPRT F485  Sport and Recreation Facilities
3 Credits
Offered Fall
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.
Cross-listed with BA F485.
Lecture + Lab + Other: 3 + 0 + 0

SPRT F486  Entrepreneurship in Outdoor Recreation Industries
(a)
3 Credits
Offered As Demand Warrants
This course is an introduction in the development and management of outdoor recreation businesses. Topics covered include business plan development, financial structures, and risk management specific to remote recreation businesses commonly found in Alaska, such as big-game commercial services, sport fishing operations, remote expediting, and aviation-related services.
Prerequisites: WRTG F111X; WRTG F211X, WRTG F212X, WRTG F213X or WRTG F214X; BA/SPRT F281X.
Cross-listed with BA F486.
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