

Indiana State University
College of Health and Human Services
Department of Kinesiology, Recreation, and Sport
Sport Management – MS

Courses

SPM 604 – Assessment in Sport Management

This course focuses on fundamental theories and practices in the field of sport management. Students will critically analyze and assess the development of sport management as a profession. Additionally, students will become familiar with the role and means to conduct evaluation of programs and services in a sport agency. Content areas includes discussion on how sport relates to business, society, economics, education, and the media

SPM 620 – Sport Facility Design

This course has been developed to introduce students to the theories, principles, and applications of community based comprehensive planning of park and recreation areas, and sport venues. It includes current practices in planning, design, and development. There will be field trips to various types of facilities.

SPM 621 – Administrative Theory

An exploration of contemporary administrative and leadership theory as well as the dimensions of management in the sport sector. The course investigates contemporary administrative theory and practice with applications to the private, public, and not-for-profit sport and recreation organization.

SPM 622 – Sport Finance

This is an applications course designed to assist the students in applying financial theories and methods to the sport industry. The students are exposed to basic economic principles, financial principles, budgeting methods, revenue streams, financial accountability, and fundraising.

SPM 623 – Sport Law and Governance

This course provides an overview of federal laws and policy studies and how it is applied in the sport setting. You may recall from your high school government or civics course that social systems of people are “governed” by traditions as well as a system of rules and regulations. The same concept applies in the social systems of sport. The purpose of this course is for students to gain a better understanding of governance -- formation, adoption, and implementation of public policy – to appreciate the often chaotic nature of “who gets what, when, and how” in the sport setting.

SPM 624 – Sport Marketing

This course focuses on marketing, promotion, and public relations for recreation and sport. The course defines recreation and sport marketing and discusses traditional and mainstream marketing concepts as well as addresses the issues of promotion, advertising, telemarketing, public relations, and publicity.

SPM 631 – Organization Leadership

This course is a graduate seminar examining the role of moral leadership in the field of sport management. Attention is given to the process of leadership and how leadership contributes to organizational effectiveness. Focus is on how ethical principles may be applied to current issues in sport.

SPM 633 – Sport Management Seminar

This course is an in-depth examination of current issues relating to management in sport. Students study current issues through research of current periodicals, on-site visitations to sport agencies, interviews with practicing professionals, and guest speakers.

SPM 637 – Sport Media Relations

This course focuses on sport communication and media relations. Students examine various aspects of sport communication and media relations. Further, students develop a sport communication plan as well as a sport media relations plan.