

# SPORT MANAGEMENT INTERDISCIPLINARY MINOR

## The Sports Management Institute

Interdisciplinary Minor Coordinator/Instructor:

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The Sport Management Interdisciplinary Minor will provide undergraduate students with an overview of the sport industry from an interdisciplinary perspective. Students in this minor will acquire skills in various aspects of the sport industry, including management and marketing of sport, sport law, diversity management, and leadership. Students participating in the minor will be exposed to theory-to-practice content through an emphasis on case studies pedagogical approaches. Student will also have the opportunity to engage in experiential learning.

## Learning Objectives

Students will:

1. Identify and analyze ethical, legal, and socio-cultural issues, and formulate responses for use in managerial decision making and policy determinations in sport.
2. Identify and apply organizational theories and frameworks to the practice of sport management leadership and policy.
3. Respond to and engage collaboratively with diverse stakeholders and communities to address social challenges.
4. Employ appropriate methodologies and techniques manage strategic planning, as well as financial and human resource management.
5. Assess marketing and media needs and formulate short term and long-term solutions.
6. Develop and demonstrate, execute, and evaluate a sports event.
7. Reflect critically and develop collaborative solutions to address challenges of emerging issues concerning sport management and policy.

## Requirements

### Effective Fall 2022

Students must satisfactorily complete the total credits required for the minor. Minors and interdisciplinary minors require 12 or more upper-division (300- to 400-level) credits.

Additional coursework may be required due to prerequisites.

| Code  | Title                                      | Credits |
|---|--|---------|
| <b>Required Courses</b>                           |  |         |
| SPMT 201  | Introduction to Sport Management           | 3       |
| SPMT 240  | Executing Influence in Sport Organizations | 3       |
| SPMT 314  | Inclusive Sport Organizations              | 3       |
| SPMT 339  | Sport and the Law                          | 3       |
| SPMT 487  | Sport Management Internship                | 1-3     |
| Select the appropriate course from the following: |  | 3       |
| Non-Business Majors and Minors:                   |  |         |
| MKT 307   | Fundamentals of Sports Marketing           |         |
| Business Majors and Minors:                       |  |         |

| Code                          | Title  | Credits      |
|-------------------------------|--|--------------|
| MKT 367                       | Sports Marketing                                     |              |
| <b>Electives <sup>2</sup></b> |  | <b>5</b>     |
| <b>Program Total Credits:</b> |  | <b>21-23</b> |
| <b>Electives List</b>         |  |              |
| AREC 346/ECON 346             | Economics of Outdoor Recreation                      | 3            |
| CON 101                       | Introduction to Construction Management              | 3            |
| CON 571                       | Facility Planning and Management                     | 3            |
| ECON 101                      | Economics of Social Issues (GT-SS1)                  | 3            |
| FIN 300                       | Principles of Finance                                | 3            |
| FIN 305                       | Fundamentals of Finance                              | 3            |
| FIN 310                       | Financial Markets and Institutions                   | 3            |
| HDFS 101                      | Individual and Family Development (GT-SS3)           | 3            |
| HDFS 311                      | Adolescent/Early Adult Development in Context        | 3            |
| HDFS 312                      | Adult Development-Middle Age and Aging               | 3            |
| HES 309                       | Methods of Coaching                                  | 2            |
| HES 379                       | Psychology and Sport                                 | 3            |
| HORT 341                      | Turfgrass Management                                 | 3            |
| HORT 441                      | Turfgrass Science                                    | 3            |
| JTC 350                       | Public Relations                                     | 3            |
| MKT 366                       | Services Marketing                                   | 3            |
| PSY 100                       | General Psychology (GT-SS3)                          | 3            |
| RRM 312                       | Hospitality Human Resource Management                | 3            |
| RRM 460                       | Event and Conference Planning                        | 3            |
| SOC 342                       | Work and Leisure in Society                          | 3            |
| SOC 343                       | Sport and Society                                    | 3            |
| SPCM 130                      | Relational and Organizational Communication (GT-SS3) | 3            |
| SPCM 200                      | Public Speaking                                      | 3            |
| SPCM 278E                     | Communication Skills: Intercultural Competence       | 1            |
| SPCM 278H                     | Communication Skills: Organizational Training        | 1            |
| SPCM 278I                     | Communication Skills: Social Media                   | 1            |
| SPCM 300                      | Advanced Public Speaking                             | 3            |
| SPCM 333                      | Professional Communication                           | 3            |
| SPCM 347                      | Visual Communication                                 | 3            |
| SPCM 436                      | Conflict Management and Communication                | 3            |

<sup>1</sup> Registration for IU 487 depends upon student receiving approval of site location from the program's internship coordinator. Students are responsible for securing an internship and there is not a presumption that Sport Management faculty and/or the internship coordinator will be responsible for guaranteeing a specific internship experience. If a student is not able to obtain an internship site prior to the start of the semester, they must take additional upper-division (300- to 400-level) credits. A course substitute for IU487 must be approved by the minor advisor, internship coordinator, and/or the program director.

<sup>2</sup> Select enough credits from the Electives list to bring the program total to a minimum of 21 credits.