

WILMINGTON UNIVERSITY
COLLEGE OF BUSINESS
BASIC COURSE INFORMATION

COURSE TITLE: Sport Management II

COURSE NUMBER: SPM 405

PREREQUISITE: SPM 305

COURSE DESCRIPTION:

This course gives students a comprehensive view of the procedures and operation of professional sport, collegiate athletics, and recreational organizations and enterprises. The course examines skills and processes such as budgeting, marketing, event staging, and fundraising that are necessary for the successful administration of these organizations. The interrelationship between these skills and administrative goals and objectives is studied. This course will give students knowledge of various administrative principles, techniques, and theories, as well as the knowledge to apply them to different situations and issues.

MAJOR INSTRUCTIONAL GOALS:

GOAL A:

Apply administrative techniques to athletics programs.

Learning Objectives: The student will:

- A-1 Identify various administrative styles and theories.
- A-2 Apply the administrative principles and theories learned for sport strategic planning
- A-3 Make use of various motivational techniques in sport marketing and fan engagement.
- A -4 Identify various legal and ethical situations/ issues in sport when presented with them.

GOAL B:

Create, Plan, organize, and run events.

Learning Objectives: The student will:

- B-1 Develop a sport marketing plan.
- B-2 Compose a written script for a sport or community event.
- B-3 Develop a sporting mock event.

B-4 Examine different forms of media used in sports.

GOAL D:

Understand the importance of maintaining athletic, sport event, and sport organization budgets.

Learning Objectives: The student will:

D-1 Understand the importance of a sound accounting system.

D-2 Illustrate various forms and methods of sport analytics

D-3 Make use of general fund-raising methods.

D-4 Identify the methods professional sports teams and the larger Universities and colleges employ to raise funds.