SPORTS MANAGEMENT & LEADERSHIP (SML)

SML 521 - Theory of Coaching Basketball
Credits: 2
Individual team offense and defense, rules of the game. Problems in team handling and conditioning.
Prerequisite(s): (SPST 565 (may be taken concurrently) with a minimum grade of D- or SML 565 (may be taken concurrently) with a minimum grade of D-).
Equivalent(s): KIN 521, SPST 521
Grade Mode: Letter Grading

SML 522 - Theory of Coaching Football
Credits: 2
Systems of play, team and individual offensive and defensive fundamentals, theory and strategy of team play, coaching methods, physical conditioning, rules.
Prerequisite(s): (SPST 565 (may be taken concurrently) with a minimum grade of D- or SML 565 (may be taken concurrently) with a minimum grade of D-).
Equivalent(s): KIN 522, SPST 522
Grade Mode: Letter Grading

SML 523 - Theory of Coaching Ice Hockey
Credits: 2
Basic hockey skills. Fundamentals of individual and team offense and defense; coaching methods; rules. Student must have basic skating skills prior to taking course. Special fee.
Prerequisite(s): (SPST 565 (may be taken concurrently) with a minimum grade of D- or SML 565 (may be taken concurrently) with a minimum grade of D-).
Equivalent(s): KIN 523, SPST 523
Grade Mode: Letter Grading

SML 525 - Theory of Coaching Soccer
Credits: 2
Fundamental and advanced skills and techniques; offensive and defensive principles of team play; tactical formations and strategy; methods of training and practicing; rules.
Prerequisite(s): (SPST 565 (may be taken concurrently) with a minimum grade of D- or SML 565 (may be taken concurrently) with a minimum grade of D-).
Equivalent(s): KIN 525, SPST 525
Grade Mode: Letter Grading

SML 528 - Theory of Coaching Track and Field
Credits: 2
Starting, sprinting, middle-distance and distance running, relay, hurdles, high and broad jumping, pole vault, shot putting, discus, hammer, and javelin. Methods of training and practicing.
Prerequisite(s): (SPST 565 (may be taken concurrently) with a minimum grade of D- or SML 565 (may be taken concurrently) with a minimum grade of D-).
Equivalent(s): KIN 528, SPST 528
Grade Mode: Letter Grading
SML 565A - Clinical Practice in Coaching
Credits: 2
Students will learn and utilize best practices in the field to create safe, positive and effective coaching environments while teaching technical and tactical sport skills. Group management, motivation skill progression, evaluation and feedback will be explored. An emphasis will be placed on writing and implementing practice objectives, as well as effective practice design and execution. This course will include weekly practical coaching sessions.
Prerequisite(s): SML 565 with a minimum grade of D- or SPST 565 with a minimum grade of D-.
Equivalent(s): SPST 565A
Grade Mode: Letter Grading

SML 568 - Global Perspectives in Sport
Credits: 4
Global Perspectives in Sport explores the intersections of management and the cross cultural context of sport in examining issues and challenges in sport around the globe. This course will prepare students to think critically about the organization, governance, business activities, and cross-cultural context of modern sport on an international level.
Equivalent(s): KIN 568, SPST 568
Grade Mode: Letter Grading

SML 580 - Sport Industry
Credits: 4
Overviews the various segments that make up the sport industry, including governing bodies, the mass media, sporting goods firms, players’ and coaches’ associations, public regulatory agencies, and secondary and higher education. Readings and discussions consider the development and structure of each segment, interaction between segments, legal issues, and policy implications. While the course will focus on the United States, there is some comparison to other countries.
Equivalent(s): KIN 580, SPST 580
Grade Mode: Letter Grading

SML 630 - Sport Facility and Event Management
Credits: 4
Students learn the principles and processes involved in effective sport facility and event management. In terms of facilities, students explore the concepts of facility design, planning, systems, risk management, marketing, and ownership. In terms of events, students explore the concepts of creation, impact(s) on host communities, marketing/ sponsorship, and the potential positive and negative outcomes of sport events. Special fee.
Equivalent(s): KIN 630, SPST 630
Grade Mode: Letter Grading

SML 631 - Sport Media Production
Credits: 4
Sport media professionals are expected to write their own scripts, produce their own content, and distribute that content on multiple digital platforms. Sport Media Production is designed to combine media management with production work in digital media, video, podcasting and website design. This course examines many of the current distribution platforms (Twitter, Facebook, Youtube, blogs, mobile applications) and the tools to create media for these outlets. In this course, students will create media using Adobe Creative Cloud and current video-editing systems.
Prerequisite(s): (SML 562 with a minimum grade of D- or SPST 562 with a minimum grade of D-).
Equivalent(s): KIN 631, SPST 631
Grade Mode: Letter Grading

SML 634 - Sport Sponsorship and Sales
Credits: 4
The goal of this course is for students to develop an understanding of all aspects of sport sales and sponsorship. This course will explain the intricacies of both sport sales and sport sponsorship as well as demonstrate the ways they overlap and differ. Specifically, this course will cover concepts such as aftermarketing, up-selling, benefit selling, and sponsorship proposals.
Equivalent(s): KIN 634, SPST 634
Grade Mode: Letter Grading

SML 643 - Social Media Marketing in Sport
Credits: 4
Students examine the use of social media as a tool in the marketing of sport and sport-related products. They are expected to effectively analyze and prescribe different ways in which social media can enhance the marketing profile of such products upon course completion. Student work should facilitate a deep understanding of social media in its constituent forms as they apply to sport and students should be able to examine such use critically.
Equivalent(s): KIN 643, SPST 643
Grade Mode: Letter Grading

SML 645 - Leadership in Sport
Credits: 4
This course examines leadership theories and behavior as it relates to the sport industry. Students will study leadership behavior as it relates to coaching, administering athletic departments or programs, and directing sport-related businesses. Additionally, this course will explore the ethical issues dilemmas, and ethical decision-making process sport managers face in professional, collegiate and interscholastic sport.
Equivalent(s): SPST 645
Grade Mode: Letter Grading

SML 650C - Internship in Sport Management and Leadership
Credits: 1-8
Experiential learning in a setting appropriate to the major option and to student’s objectives. An 8 credit internship requires a minimum of 600 hours experience; fewer credits will require proportionally fewer hours. May be on- or off-campus with an approved organization. Student must participate in securing the internship. A journal, bi-weekly reports and a final paper required. May be repeated, with no more than 8 credits taken in any given semester.
Repeat Rule: May be repeated for a maximum of 12 credits.
Equivalent(s): KIN 650C, SPST 650C
Grade Mode: Letter Grading

SML 650D - Internship in Coaching
Credits: 2-4
Experiential learning in a setting appropriate to student’s learning objectives in coaching. May be on- or off-campus with an approved organization. Student must participate in securing the assistantship. A journal, bi-weekly reports, and final report required.
Prerequisite(s): (SPST 565 with a minimum grade of D- or SML 565 with a minimum grade of D-).
Repeat Rule: May be repeated for a maximum of 12 credits.
Equivalent(s): KIN 650D, SPST 650D
Grade Mode: Letter Grading
This course examines the financial tools that sport managers use to run their sport businesses. Therefore it explores traditional and innovative methods of revenue acquisition and financial management in sports organizations, the financial business structure of sports organizations, and the financial planning and forecasting processes that make organizations effective. Various other aspects of finance are discussed as they relate to sport organizations, including the tie value of money, capital structuring, stocks, inventory management, and taxation.

Equivalent(s): SPST 738
Grade Mode: Letter Grading
SML 780 - Psychological Factors in Sport
Credits: 4
Factors of outstanding athletic achievement; psychological variables in competition; the actions and interactions of sport, spectator, and athlete. Special attention directed to strategies for coaches, teachers, and athletic trainers to utilize sport psychology in their professional practice.
Prerequisite(s): PSYC 401 with a minimum grade of D-.
Equivalent(s): KIN 780, SPST 780
Grade Mode: Letter Grading

SML 798 - Special Topics
Credits: 1-4
New or specialized courses not normally covered in regular course offerings. Special fee on some sections.
Repeat Rule: May be repeated for a maximum of 8 credits.
Equivalent(s): KIN 798, SPST 798
Grade Mode: Letter Grading