

SAM - SPORT ADMINISTRATION AND MANAGEMENT

SAM 2020 History of Sport Cr. 3

Satisfies General Education Requirement: Social Inquiry

Examines the historical evolution of sport, from ancient to modern times in the United States and throughout the world. Offered Winter.

SAM 2100 Foundations of Sport Management Cr. 3

By combining theory and practical application, this course provides an overview of various facets of sports management and administration, including issues related to the recreational, amateur, interscholastic, collegiate, professional and lifestyle sports industries. Offered Fall.

SAM 3010 Ethics in Sport Cr. 3

Examines principles of ethics, and their application to sport, physical education, and sport. Students will acquire an awareness of ethical conduct and cultivate an effective, deliberative process for dealing with ethical issues in sport. Offered Winter.

SAM 3020 Sociology of Sport Cr. 3

Satisfies General Education Requirement: Diversity Equity Incl Inquiry
Examines the ways in which sports are entangled in social, cultural, political, and economic forces. Students will systematically investigate the complex connections among sports, society, and cultures. Offered Fall, Winter.

SAM 3030 Sports Promotion Cr. 3

This course explores foundational principles of promotions, marketing, and public relations in the sports and active lifestyle industries, including sports sponsorship and promotion, corporate motivation and involvement, and the reciprocal relationship between sports and the media. Demographics, market research, public relations, and promotional activity will be examined through an integrated approach to marketing. Offered Fall, Winter.

SAM 4020 Sport Governance Cr. 3

Covers governance structures and policy issues in sport and how policy development and strategic planning activities affect sport organizations, both amateur and professional. Offered Fall.

Prerequisite: SAM 2100

SAM 4030 Sport Finance Cr. 3

Introduces students to the concepts of financial management and sales as applied to the sports industry. Offered Winter.

Prerequisite: SAM 2100

SAM 4040 Sport Communication Cr. 3

General principles and strategies of sport communication are covered, including public relations, media relations, and publicity in a variety of settings. Effective use of technology in sport communication will be particularly emphasized. Offered Winter.

Prerequisite: SAM 2100

SAM 5000 Professional Practicum Cr. 3

Students will be introduced to various areas within the sports industry through guided fieldwork and service learning experiences. Students will analyze career placement opportunities, the internship process, and associate requirements while preparing professional materials for use in the sports industry. Offered Fall.

Prerequisite: SAM 2100

SAM 5510 Principles of Coaching Cr. 3

Specific topics on the coach and the athlete in areas of administration, motor learning, physical growth, motor skill acquisition, philosophy, psychology and sociology. Offered Spring/Summer.

SAM 5700 Sport Leadership Cr. 3

Combines theory and practical application to provide an introduction to the various segments of the sports industry, including youth, interscholastic, collegiate, professional, and commercial sports. Additionally, sociocultural, legal, historical and political concepts as applied to sport will be integrated into the curriculum to enable students to develop industry-appropriate competencies. Coursework will also emphasize strategies for career success within the sports industry. Offered Fall, Winter.

SAM 5750 Internship in Sports Management Cr. 1-6

Professional experience in public or private institutions relevant to student's field of industry specialization. Offered Fall, Winter.

Prerequisite: SAM 5000

Fees: \$15

Repeatable for 6 Credits

SAM 6300 Interscholastic Athletic Directing Cr. 3

Michigan and national interscholastic athletic directing organizations; issues and skills to direct athletic programs in middle and secondary education. Philosophy, personnel, financial and general athletic policies and guidelines. Offered Yearly.

Prerequisites: SAM 2100 with a minimum grade of C

SAM 6310 Collegiate Athletic Administration Cr. 3

Provides an overview of intercollegiate athletic administration. Focuses on the history of college athletics, NCAA compliance rules and regulations, operations, finances, strategic planning, and critical issues and future trends that impact college sport. Offered Yearly.

Prerequisites: SAM 2100 with a minimum grade of C

SAM 6320 Youth Sports and Recreation Cr. 3

Explores issues related to organized and competitive sport for youth, with an emphasis on biological, psychological, and sociological perspectives. Emphasis is placed on the impact of sport managers and leaders in the delivery of youth sport programs. Offered Spring/Summer.

SAM 6410 Introduction to Sports Administration Cr. 3

Current categories of competitive sports and athletics identified and analyzed to determine potential administrative positions in their structures and the qualifications necessary for each position. Offered Fall, Winter.

SAM 6530 Professional Sport Administration Cr. 3

Introduction to the business strategies of a professional sports team, including an in depth look at breaking into the industry, the importance and value of community affairs, corporate sponsorship, business public relations and player relations. Offered Winter.

Prerequisites: SAM 2100 with a minimum grade of C

SAM 6531 Sports Event Management Cr. 3

Comprehensive study of the planning, maintenance, operations, financial considerations, customer engagement, and personnel management of sporting events and the facilities that host the events. Offered Spring/Summer.

Prerequisites: SAM 2100 with a minimum grade of C

SAM 6560 Media Design and Communication Cr. 3

Examines the impact sports and the media have on each other and explores the use of technology in promoting, marketing, and managing health, PE, recreation, and sports programs. Offered Winter.

Prerequisites: SAM 2100 with a minimum grade of C

SAM 6570 Sports Marketing Cr. 3

Concepts and principles of marketing as applied to sports. Topics include: structure of sports industry, sports markets and products, market research, and sports sponsorships. Offered Fall.

Prerequisites: SAM 2100 with a minimum grade of C

SAM 6640 Legal Issues in Health, Physical Education and Recreation Cr. 3

Identification and analysis of legal issues in the health, physical education, and recreation profession. Review of relevant litigation patterns. Offered Yearly.

SAM 6660 Risk Management in Physical Education and Sports Cr. 3

Fundamentals of safety and liability and the risks involved in managing activity-related programs. Development of knowledge and skills to recognize potential litigation in management, supervision and administration. Offered Fall.

SAM 6661 Equity and Access in Sport Cr. 3

Historical and contemporary sport and physical activity experience in context of race, socioeconomic class, gender, age, disability, and culture. Offered for graduate credit only. Offered Fall.

Restriction(s): Enrollment is limited to Graduate level students.

SAM 6750 Field Work in Sports Administration and Management Cr. 1-4

Professional experience in public or private institutions relevant to student's specialization. Supervision by professional supervisor and university faculty. Can be taken at any time during student's program. Offered Fall, Winter.

Repeatable for 8 Credits

SAM 7540 Concepts of Management in Health, Physical Education and Recreation Cr. 3

Responsibilities and concerns of administrators of health, physical education and recreation programs. Basic administrative procedures, policy-making and evaluation; establishment of program goals; alternative management styles; leadership principles. Offered Winter.

Restriction(s): Enrollment is limited to Graduate level students.

SAM 7581 Sport Finance Cr. 3

Understanding financial management for planning, administering, and evaluating financial performance of sport-related entities. Offered Winter.

Restriction(s): Enrollment is limited to Graduate level students.

SAM 8750 Internship in Sports Administration Cr. 1-8

Professional experience in public or private institutions relevant to student's field of specialization. Offered Every Term.

Restriction(s): Enrollment is limited to Graduate level students.

Fees: \$15

Equivalent: KHS 8750

Repeatable for 8 Credits