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The mission of McKendree University is to provide a high-quality educational experience to outstanding students.

~Responsible Citizenship ~Engagement ~Academic Excellence ~Lifelong Learning~

SPM 320 PRINCIPLES OF SPORT MANAGEMENT (3)

The management of sport-related businesses will be examined by applying key concepts of management to sporting events and programs. Topics may include strategic planning; facility and event planning; organizing and delegation; the financing and economics of sport; managing change; behavior in organizations; and quality control. The course may be taught from a case perspective and will cover a broad base of businesses involved in sports. Prerequisite or concurrent enrollment: MGT 204 or ATH/PED 357.

Student Learning Outcomes

Students will:

1. Demonstrate and apply knowledge of core sport management principles.
2. Analyze basic organizational problems and decision-making processes in sport-related businesses.
3. Develop oral, written, and creative communication skills as well as analytical and critical thinking abilities.
4. Gain a deeper understanding of management functions such as strategic planning, organizing, financing, and leadership in sport organizations.
5. Prepare for entry-level positions in sport management by improving career readiness.

Course Topics

1. Introduction to Sport Management
2. Sport Marketing and Economics
3. Legal and Ethical Considerations
4. Sport Governance and Organizational Behavior
5. Professional, Collegiate, and Youth Sports
6. Facilities and Event Management
7. Sport Analytics and Sponsorship
8. Career Planning in Sport Management



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SPM 354 SPORT AND THE MEDIA (3)

This course examines the world of mediated professional, collegiate, and amateur sport. Students will investigate the commercial origins of mediated sport and consider the likely future of the business of sport media and its influence on the sports business.

Student Learning Outcomes

Students will:

1. Define, analyze, and interpret how sport media shapes the business of sport.
2. Assess decision-making processes in sport organizations as influenced by media.
3. Evaluate the role of ideology in shaping sport business through media.
4. Develop critical thinking, problem-solving, and communication skills, emphasizing media-related issues in sport.
5. Understand professional and ethical obligations in sport management, including global perspectives, diversity, and inclusion.

Course Topics

1. Introduction to Sport and Media
2. The Business of Sport Media
3. Media Ideologies and Cultural Influence
4. Sport Media Relations and Practices
5. Social Media and Modern Sports Media
6. Crisis and Reputation Management



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SPM 360 SPORT MANAGEMENT IN U.S. CULTURE (3)

This class will focus on the social and cultural aspects of sport management in the United States.

Student Learning Outcomes

Students will:

1. Understand the role of sport in shaping and reflecting U.S. culture.
2. Analyze sport through a critical cultural studies lens, considering intersections with media, economy, and politics.
3. Recognize power dynamics in sport related to race, class, gender, sexuality, and ability/disability.
4. Improve critical thinking, problem-solving, and communication skills through the analysis of sport's cultural significance.

Course Topics

1. Introduction to Sport and Culture
2. History of the NCAA
3. Sport and Gender
4. Sport and Race/Ethnicity
5. Socio-Economic Status and Sport
6. Sport, Media, and Representation
7. Sport, Culture, and Politics



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SPM 376 SPORT FACILITIES AND EVENT MANAGEMENT (W) (3)

A course covering the theoretical foundations and practical applications for understanding the management of facilities and sporting events. Topics include key strategies for managing event logistics, critical planning techniques, and applications through the development, planning, execution, and evaluation of a fundraising sporting event. Prerequisite: SPM 320. Prerequisites or concurrent: FIN 320.

Student Learning Outcomes

Students will:

1. Gain hands-on experience in planning, executing, managing, and evaluating a successful sport fundraising event.
2. Enhance their abilities in planning, organizing, leadership, and controlling even management processes.
3. Develop decision-making skills in areas such as marketing, financial management, operations, logistics, and evaluation of sports events.
4. Improve readiness for internships and careers in sport management.
5. Advance critical thinking, problem-solving, and communication skills.
6. Understand professional and ethical obligations in sport management, including diversity and inclusion.

Course Topics

1. Introduction to Sport Event Management
2. Planning and Preparation
3. Sponsorship and Fundraising
4. Logistics and Operations
5. Volunteer and Personnel Management
6. Event Execution and Evaluation
7. Professionalism and Ethics in Sport Management