



**Bachelor of Science (B.S.) Degree in Health, Fitness, and Recreation Resources (HFRR)
 Sport Management (SPMT) Concentration
 School of Recreation, Health, and Tourism (RHT)
 Academic Advising Form 2007-2008
www.rht.gmu.edu**

Name: _____ G#: _____ Advisor: _____
 Address: _____
 Phone: _____ Email: _____ Catalog Year: _____

*Contact 703-993-2060 or the above web address for further information.

I. GENERAL EDUCATION (GEN ED) REQUIREMENTS (37)

For current list of approved courses in GEN ED: <http://www.gmu.edu/departments/provost/gened/>

Requirement	Credits	Institution	Course #	Grade	Sem./Yr
Written Communication (Lower Level)	3				
Written Communication (Upper Level)	3				
Western Civilization	3				
Information Technology	3				
Social and Behavioral Sciences (e.g., HEAL 230)	3				
Literature	3				
Oral Communication	3				
Fine Arts	3				
Quantitative Reasoning (STAT 250)	3				
Global Understanding (e.g., TOUR 210)	3				
Natural Science	7				

II. PROFESSIONAL CONCENTRATION (66)

Requirement	Credits	Institution	Course #	Grade	Sem./Yr
HEAL 323	3				
PHED 200	3				
PRLS 310	3				
PRLS 410	3				
PRLS 450	3				
PRLS 460	3				
SPMT 201	3				
SPMT 241	3				
SPMT 302	3				
SPMT 304	3				
SPMT 320	3				
SPMT 405	3				
SPMT 412	3				
SPMT 420	3				
SPMT 430	3				
SPMT 440	3				
SPMT 455	3				
SPMT 475	3				
SPMT 490 (GEN ED Synthesis)	12				

III. ELECTIVES (17)

Course Name	Credits	Institution	Course #	Grade	Sem./Yr

TOTAL CREDITS (120 REQUIRED)

45 upper level credits

COURSE DESCRIPTIONS

HEAL 323 Program Leadership and Evaluation (3) *Prerequisite: PRLS 310 or permission of instructor (POI)*

This course will focus on the implementation and evaluation of health education, fitness, and recreation resources programs. Students will utilize computer technology while studying the evaluative aspects of program planning and administration.

PHED 200 Professional Dimensions of Health, Recreation, and Physical Education (3) *Open to non-majors*

Traces historical foundations of health, recreation, physical education, and sport.

PRLS 310 Program Planning and Design (3) *Prerequisite: PHED 200 or PRLS 210 or SPMT 201 or TOUR 200*

Fundamental principles and techniques of the planning process for health, fitness and recreation services programs. Specifying an area of need, goals, objectives, and a mission statement; generating solutions; and selecting a program design for implementation.

PRLS 410 Administration of HFRR Organizations I (3) *Prerequisite: 60 credits*

Operation and management of health, fitness, and recreation services organizations. Management and leadership theories and techniques. Problem solving and decision making. Organizational communications. Design of organizational structures. Budgeting.

PRLS 450 Research Methods (3) *Prerequisites: HEAL 323, STAT 250 and 60 credits*

Development of empirical research designs for both practical and theoretical problems in health, fitness, and recreation resources management. Literature review of hypothesized relationships and formulation of research proposals.

PRLS 460 Sport and Recreation Law (3) *Prerequisite: 60 credits*

Emphasis on safety, liability and risk. Current law and liability issues for administrators of HFRR facilities and programs.

SPMT 201 Introduction to Sport Management (3) *Open to non-majors*

Introduction to the sport management profession. Primary focus on the sport industry, including professional sport entertainment, amateur sport entertainment, for-profit sport participation, non-profit sport participation, sporting goods, and sport services.

SPMT 241 Practicum (3) *Open to majors and minors only. Prerequisite: SPMT 201.*

Paid or voluntary experience in a sport industry setting. Worksites are chosen by students after approval of faculty supervisors. Includes meetings and assignments prior to as well as during the internship.

SPMT 302 Sport and Ethics (3)

Investigation of moral issues in sport and judgments about right and wrong behavior among athletes, coaches, spectators, and other support personnel.

SPMT 304 Sport, Culture, and Society (3) *Prerequisite: PHED 200 or POI*

Sport viewed from educational, political, economic, and cultural perspectives.

SPMT 320 Psychology of Sport (3)

Psychological theories of personality, motivation and anxiety explored in the sport environment. Social-psychological research on audience effects, team cohesion, leadership, and fan behavior examined.

SPMT 405 Sport Operation and Planning (3)

Principles and techniques of planning & operations of sport facilities. The course will cover the principles & concepts of organization & administration to include communication, personnel management, management of physical resources & risk management.

A variety of sports operations will be examined including indoor stadiums, athletic field complexes & the management of recreation intramural activities.

SPMT 412 Sport Marketing (3) *Prerequisites: SPMT 201 and 60 credits or POI*

This course investigates principles and processes in sport marketing. Focuses on research and development, sport promotion, sport sponsorship, advertising, merchandising, and distribution of sporting goods.

SPMT 420 Economics and Finance in the Sport Industry (3) *Prerequisites: SPMT 201 and 60 credits or POI.*

This course is an examination of principles of economics, budgeting, and finance as it applies to the sport industry.

SPMT 430 Sport Communication (3) *Prerequisites: SPMT 201, PHED 200, and the General Education Communication requirement and 60 credits or POI.*

This course provides a senior-level exploration of the role of sport communication in contemporary cultures. Readings and discussions will address questions about how communication about/in sports highlights the importance of sports, the cultural identities of those who engage in sport communication, and the pervasiveness of sport communication practices in industry.

SPMT 440 Global Perspectives in Sport (3) *Prerequisites: SPMT 304 and 60 credits or POI.*

This course is an interdisciplinary examination of sport as a global phenomenon. Historical, cultural, economic, and governance perspectives will be considered.

SPMT 455 Governance and Policy in Sport Organizations (3) *Prerequisites: SPMT 201 and 60 credits or POI.*

This course is an examination of sport organizations focused on both professional and amateur governance structures and processes. The study of policy in educational, non-profit and professional sport venues will also be addressed.

SPMT 475 Sport Management Professional Development Seminar (3) *Prerequisites: SPMT 241, PHED 200, and a minimum of 40 credits in RHT and 90 credits.*

This is a seminar format in which students synthesize and apply theories, concepts, and practices in the leadership and management of sport organizations.

SPMT 490 Internship (12) *[Pass/Fail] Prerequisites: 90 credits; HEAL 323; PHED 200; PRLS 410; and SPMT 304 and 405.*

Paid or voluntary work experience in sport industry settings. Minimum period of 10-12 weeks of full-time employment. Application of coursework, theories, and research to work settings. Worksites are chosen by students after approval of faculty supervisors. Includes meetings and assignments prior to as well as during the internship.