Sports Product Management (MS)

For more information, contact uospm@uoregon.edu

The University of Oregon partnered with the sports and outdoor product Industry's best to create a Master of Science in Sports Product Management. Our mission is to build worldwide leaders in the sports product industry by offering hands-on opportunities to build products, networking with sports and outdoor industry leaders, and teaching through the lenses of global business, sustainability, and innovation. We teach the business of product creation.

The master's degree is available as an immersive, 18-month program onsite in Portland for emerging talent and an innovative, 21-month online program for working professionals. The Admissions process includes interviews and requires submission of specific materials. Information is found on the program's website (https://business.uoregon.edu/spm/admissions/).

Program Learning Outcomes

Upon successful completion of this program, students will be able to:

- Understand the components of developing a marketing plan and can apply them to developing a specific product and each step needed to bringing it to market.
- Understand and can properly apply the concepts of accounting to the product development through go to market for a sports product.
- Understand the subcomponents of a product strategy and are able to develop and execute each subcomponent.
- Students understand the complexities of producing and marketing a product in a global setting.
- Understand the elements of product design and use this understanding to develop products. In particular, sustainability, supply chain, prototyping, e-smart products and human physiology are considered and properly included in design.
- Understand themselves and the principles of leadership and can apply them in making their teams successful.

Sports Product Management Requirements

Code	Title	Credits
Insights		
SPM 601	Research: [Topic] (Product Creation Lab I)	1
SPM 606	Practicum: [Topic] (Professional Development I)	1
SPM 610	Experimental Course: [Topic] (Consumer Research)	3
SPM 624	Sports Product Branding	3
SPM 627	Sports Product Line Management	3
SPM 631M	Human Performance and Sports Products	3
Creation		
SPM 601	Research: [Topic] (Product Creation Lab II)	1
SPM 606	Practicum: [Topic] (Professional Development II)	1
SPM 610	Experimental Course: [Topic] (Sourcing and Costing Strategies)	3
SPM 610	Experimental Course: [Topic] (Sustainability in Sports Products)	3
SPM 610	Experimental Course: [Topic] (Design Thinking)	3
SPM 637	Sports Product Development	3
Europe trip		
Business		
SPM 601	Research: [Topic] (Product Creation Lab III)	1
SPM 606	Practicum: [Topic] (Professional Development III)	1
SPM 610	Experimental Course: [Topic] (Sustainable Supply Chain and Logistics)	3
SPM 640	Sports Marketing Strategy	3
MGMT 614	Strategic Management	3
Bend Company Visits		
Global		
SPM 601	Research: [Topic] (Go-To-Market)	3
SPM 653	Law and Ethics in Sports Product Management	3
ACTG 612	Financial Accounting	3
MGMT 620	Managing Global Business	3
MGMT 625	New Venture Planning	3
Asia Trip		
Launch		
SPM 606	Practicum: [Topic] (Capstone)	3
SPM 606	Practicum: [Topic] (Leadership I)	3
SPM 606	Practicum: [Topic] (Leadership II)	3
Total Credits		**63**