Sports Business Courses

Courses

SBUS 199. Special Studies: [Topic]. 1-4 Credits.
Repeatable. Recent topics include Sports, Business, and Society.

SBUS 250. Sports Business and Society. 4 Credits.
This course provides an interdisciplinary treatment of the intersection of sports business and society. It reviews the broader sociology of sport and the critical role sport has played on issues of gender and race both domestically and globally.
Prereq: BA 101.

SBUS 250N. Sports Business and Society. 4 Credits.
This course provides an interdisciplinary treatment of the intersection of sports business and society. It reviews the broader sociology of sport and the critical role sport has played on issues of gender and race both domestically and globally.
Prereq: BA 101.

SBUS 255. The Business of the Olympic Games. 4 Credits.
An introduction to the contemporary global business model of the Olympic Games including finance economic impact, sales, sponsorship, media technology, government relations, sustainability regional impact, socio-political context, diversity inclusion.

SBUS 401. Research: [Topic]. 1-4 Credits.
Repeatable up to three times for a total of 16 credits.

SBUS 405. Special Problems: [Topic]. 4 Credits.
Repeatable three times for a maximum of 16 credits.

SBUS 406. Practicum: [Topic]. 1-4 Credits.
Repeatable three times for a maximum of 16 credits.

SBUS 407. Seminar: [Topic]. 4 Credits.
Repeatable up to three times for a total of 16 credits.

SBUS 409. Terminal Project. 1-12 Credits.
Repeatable.

SBUS 410. Experimental Course: [Topic]. 1-4 Credits.
Repeatable up to three times for a total of 16 credits.

SBUS 450. Sports Marketing. 4 Credits.
Essentials of effective sports marketing. Includes research, segmentation, product development, pricing, licensing, and communication channels such as advertising, sales promotion, and publicity.
Prereq: MKTG 311.

SBUS 452. Sports Sponsorship. 4 Credits.
Detailed consideration of the relationship between sports and corporate sponsorship programs. Focuses on alignment marketing, sponsor value, and sponsorship evaluation.
Prereq: MKTG 311 or 311H.

SBUS 453. Law and Sports Business. 4 Credits.
Core legal principles across the sports business spectrum to improve risk and strategic management capabilities, competitive advantage, and critical negotiations.
Prereq: MKTG 311 or 311H.

SBUS 455. Financing Sports Business. 4 Credits.
Revenue sources for sports organizations. Includes conventional sources (e.g., tax support, bonds, ticket, media, concession sales) and innovations (e.g, initial public offerings, seat licenses, naming rights).
Prereq: MKTG 311 or 311H.

SBUS 456. Sports Brand Management. 4 Credits.
An integrative course that supports skills development for success in managing sports-related businesses and brands. It utilizes critical thinking, creative imagining and professional writing in developing capabilities used in businesses aligned with or in sports.
Prereq: BA 101.

SBUS 510. Experimental Course: [Topic]. 1-4 Credits.
Repeatable up to three times for a total of 16 credits.

SBUS 601. Research: [Topic]. 1-4 Credits.
Repeatable up to three times for a total of 16 credits.

SBUS 605. Reading and Conference: [Topic]. 1-4 Credits.
Repeatable.

SBUS 606. Practicum: [Topic]. 1-9 Credits.
Repeatable three times for a maximum of 16 credits.

SBUS 607. Seminar: [Topic]. 1-4 Credits.
Repeatable up to five times.

SBUS 608. Workshop: [Topic]. 1-4 Credits.
Repeatable up to three times for a total of 16 credits.

SBUS 609. Terminal Project. 1-12 Credits.
Repeatable.

SBUS 610. Experimental Course: [Topic]. 3 Credits.
Repeatable. A recent topic is Sports Product Branding, Product Line Management.

SBUS 645. Sports Product. 3 Credits.
Examines the companies and organizations of the international sports product industry: manufacturing innovation, company management, branding, retail and wholesale.

SBUS 650. Marketing Sports Properties. 3 Credits.
Examines essentials of effective sports marketing. Includes product or property development, legal aspects, segmentation, pricing, and communication channels (e.g., broadcast media).
Prereq: completion of first-year M.B.A. core.

SBUS 652. Sports Sponsorship Alliances. 3 Credits.
Detailed consideration of the relation between sports, law, and corporate sponsorship programs. Focuses on alignment marketing issues, strategic communication through sponsorship, sponsor value, and sponsorship valuation.
Prereq: completion of first-year MBA core.

SBUS 653. Legal Aspects of Sports Business. 3 Credits.
Examines social responsibility and legal concepts in sports management including constitutional regulatory powers, individual participation rights, drug testing, antitrust, labor rights, intellectual property rights, sponsorships, product and event liability.

SBUS 655. Economic Aspects of Sports. 3 Credits.
Comprehensive coverage of traditional and innovative revenue methods available to sports organizations from public and private sources. Detailed consideration of venue-based income sources (e.g., premium seating, permanent seat licenses).
Prereq: completion of first-year MBA core.