Sports Product Management Courses

Courses

SPM 601. Research: [Topic]. 1-16 Credits.
Repeatable.

SPM 606. Practicum: [Topic]. 1-16 Credits.
Repeatable.

SPM 607. Seminar: [Topic]. 1-5 Credits.
Repeatable.

SPM 608. Workshop: [Topic]. 1-16 Credits.
Repeatable.

SPM 609. Terminal Project. 1-16 Credits.
Repeatable.

SPM 610. Experimental Course: [Topic]. 1-6 Credits.
Repeatable when the topic changes.

SPM 624. Sports Product Branding. 3 Credits.
Create profitable brand strategies by focusing on how to plan and evaluate brand strategies that create value in the long run.

SPM 627. Sports Product Line Management. 3 Credits.
Core principles of product creation and merchandising from concept and ideation to delivery of product to retail and consumer. Translate athlete and consumer insights into solutions.

SPM 631M. Human Performance and Sports Products. 3 Credits.
Exploration of sciences of human performance: physiology and kinesiology, which inform the Sports Product Industry at the level of product development, product design and marketing. Multilisted with HPHY 631M.

SPM 637. Sports Product Development. 3 Credits.
Principles of product development process including new materials research, costing, product prototyping, testing, commercialization, and manufacturing. Identify issues related to product planning and strategy execution.

SPM 640. Sports Marketing Strategy. 3 Credits.
Develop the skills to think like a seasoned marketer. Learn factors to consider in the creation and execution of a strategic marketing plan.

SPM 653. Law and Ethics in Sports Product Management. 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. Students may not get credit for both SPM 653 and SBUS 653.