Sports Product Management (MS)

http://business.uoregon.edu/spm (http://business.uoregon.edu/spm/)

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.

Program's Admission Requirements

Please visit the program's website (https://business.uoregon.edu/programs/spm/apply/).

Program Learning Outcomes

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

- Understand the components of developing a marketing strategy and the steps required to bring a product to market.
- Understand the subcomponents of product strategy and execute them effectively to address real-world challenges.
- Understand the principles of sustainability, supply chain, prototyping and human physiology to create innovative sports and outdoor products with an emphasis on the consumer and insights. Apply those learnings in making products in the SPM Innovation Lab.
- Understand and navigate the complexities of producing and marketing sports and outdoor products in a global context through visiting domestic and foreign factories, making and prototyping.
- Develop self-awareness and leadership skills to guide teams toward shared success in a diverse, dynamic, and competitive industry.

Sports Product Management Requirements

Code	Title	Credits
SPM 624	Sports Product Branding	3
SPM 627	Sports Product Management and Merchandising	3
SPM 641	Product Creation Lab I	2
SPM 661	Design Thinking	3
SPM 662	Consumer Insights	3
SPM 670	Sports Product Management Global Trip	1
SPM 690	Leadership I	3
SPM 631M	Human Performance and Sports Products	3
SPM 637	Sports Product Development	3
SPM 642	Product Creation Lab II	2
SPM 663	Sustainability in Sports Products	3
SPM 664	Sourcing and Costing Strategies	3
SPM 691	Professional Development I	1
MGMT 614	Strategic Management	3
MGMT 620	Managing Global Business	3
SPM 640	Sports Marketing Strategy	3
SPM 643	Product Creation Lab III	2
SPM 667	Sustainable Supply Chain	3
SPM 692	Professional Development II	1
ACTG 612	Financial Accounting	3
MGMT 625	New Venture Planning	3
SPM 653	Law and Ethics in Sports Product Management	3
SPM 668	Go To Market	3
SPM 693	Professional Development III	1
SPM 606	Practicum: [Topic] (Practicum: Industry Project)	3
SPM 609	Capstone	3
SPM 665	Digital Connections	3
SPM 695	Leadership II	3
Total Credits		**73**