Sports Product Management (SPM)

Courses

SPM 601. Research: [Topic]. 1-16 Credits.
Disciplined inquiry of a topic with varying techniques and assignments suited to the nature and conditions of the problem being investigated. Often pursued in relation to a dissertation or thesis.
Repeatable 99 times

SPM 606. Practicum: [Topic]. 1-16 Credits.
A series of clinical experiences under academic supervision designed to integrate theory and principles with practice.
Repeatable 99 times

SPM 607. Seminar: [Topic]. 1-5 Credits.
A small group of students studying a subject with a faculty member. Although practices vary, students may do original research and exchange results through informal lectures, reports, and discussions.
Repeatable 99 times

SPM 608. Workshop: [Topic]. 1-16 Credits.
An intensive experience, limited in scope and time, in which a group of students focus on skills development rather than content mastery.
Repeatable 99 times

SPM 609. Capstone. 1-16 Credits.
A culminating academic project that demonstrates a student's mastery of their field of study.
Repeatable 99 times

SPM 610. Experimental Course: [Topic]. 1-6 Credits.
Experimental course - topic varies.
Repeatable 99 times when 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 Management and Merchandising. 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.
Equivalent to: HPHY 631, 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 641. Product Creation Lab I. 2 Credits.
Students will be introduced to the SPM LAB and start to learn the making process for products. The Product Creation Project is built across the complete first year and threads through other program courses. The main objective of the fall term is to practice the fundamentals of product making and develop individual apparel and footwear projects to demonstrate their knowledge. The student's Capstone project is developed in the Product Creation Lab courses across the complete first year and threads through SPM program courses, resulting in prototypes and sales samples. Sequence with SPM 642, SPM 643.

SPM 642. Product Creation Lab II. 2 Credits.
In this course, the second of a 3-course sequence, teams will develop a product design and product development strategy for the team's integrative project. This will include refining product briefs, defining product priorities, building a 3D prototype, and building a product tech pack. This course will continue to build on the UO SPM Technical Swatch Kit from Fall term. The student's Capstone project is developed in the Product Creation Lab courses across the complete first year and threads through SPM program courses, resulting in prototypes and sales samples. Sequence with SPM 641, SPM 643.

SPM 643. Product Creation Lab III. 2 Credits.
In this final term of a 3 course sequence, teams will continue product design and product development strategy for the team's integrative project. This will include re#ning physical products and tech pack revisions to produce actual samples of their products. Sequence with SPM 641, SPM 642.

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.

SPM 661. Design Thinking. 3 Credits.
This course focuses on the transformative power of Design Thinking, a human-centered innovation methodology, for Sports Product Management. Learn to integrate people's needs, technology, and business requirements in problem-solving. Explore its history, philosophy, and hands-on application to various challenges. Gain a valuable skill for future career success.

SPM 662. Consumer Insights. 3 Credits.
This course offers a methodological overview of consumer research, equipping students with essential skills for effective decision-making in sports product companies and other industries. Learn to define research goals, create measurement instruments, conduct research, analyze data, and present insights for informed business decisions.

SPM 663. Sustainability in Sports Products. 3 Credits.
In this course, students will gain a grasp of sustainability in the apparel and footwear sectors. They'll explore global sustainability definitions, industry standards, and environmental and social impacts. Experts in circularity, materials, and production will offer insights. By course end, students will craft a life cycle analysis framework to predict group product sustainability impacts.

SPM 664. Sourcing and Costing Strategies. 3 Credits.
This course will focus on the theory and management of sourcing and costing decisions under uncertainty in the complex sport and outdoor industry and business environments. Through case studies and real-world applications, students will develop the skills needed to optimize sourcing strategies in a rapidly changing global market.

SPM 665. Digital Connections. 3 Credits.
This course focuses on the digital landscape of connecting with consumers and covers a range of topics including omni-channel marketing, Artificial Intelligence, and the metaverse. We'll look at their applications in sports product business and marketing, and workshop how to leverage them effectively to drive growth and innovation. Through three phases - Strategy, Channels, and Future Tech - you'll gain insights into the evolving digital landscape, empowering growth and innovation in sports product business and marketing.

SPM 667. Sustainable Supply Chain. 3 Credits.
Sustainable Supply Chain encompasses two important distinct – but ultimately intertwined disciplines: Sustainability and Supply Chain. Students will understand not only how our decisions impact the environment and people involved in making and delivering our products, but also how we can ultimately improve both while still making and delivering amazing products to our consumer. In the end, supply chain is a key part of any business and as such must align to and be in service of our business strategies – consumers, markets, channels, and principles.

SPM 668. Go To Market. 3 Credits.
This course focuses on the Go-To-Market (GTM) process in the Outdoor Sporting Goods industries. Special attention will be paid to the current future Go-To-Market requirements to be an industry leading brand. We will set a foundation of current Go-To-Market models to understand which components remain relevant and what changes are essential.

SPM 670. Sports Product Management Global Trip. 1 Credit.
The Global Trip is a transformative immersion experience that provides our students with the skill that helps them develop as leaders in a complex and global business world. This global study provides students with the opportunity to visit footwear and apparel manufacturing facilities, brands, and retail marketplaces, and participate in cultural experiences. The primary goals are to understand the cultural and business differences and derive best practices from them. Via this exposure, students can begin to create differentiation. By the end of this trip, students will have a better understanding of the product lifecycle and how global brands operate.

SPM 690. Leadership I. 3 Credits.
This course serves as the first step in the Leadership Journey, providing a foundation for leadership development that spans the academic and professional preparation of students in the Sports Product Management (SPM) program. The course introduces essential leadership principles, industry-specific insights, and tools to help students build personalized plans for becoming confident, effective leaders in the dynamic sports and outdoor product industry. Sequence with SPM 695.

SPM 691. Professional Development I. 1 Credit.
Sports Product Management Professional Development I is the first course in a three-part series designed to cultivate self-leadership as a foundation for effectively leading and developing others. This course offers opportunities for targeted technical skill enhancement, leadership and teamwork development, and exploration of timely, industry-relevant topics. Through a combination of practical exercises and reflective learning, students will build essential skills to advance their professional growth and impact. Sequence with SPM 692, SPM 693.

SPM 692. Professional Development II. 1 Credit.
Sports Product Management Professional Development II is the second course in a three-part series designed to support your growth throughout the program and into your career. This course emphasizes developing industry knowledge, cultivating and expanding your professional network, and honing public speaking skills. Students will also continue to enhance technical, leadership, and teamwork abilities while engaging with timely, industry-relevant topics to build a competitive edge. Sequence with SPM 691, SPM 693.

SPM 693. Professional Development III. 1 Credit.
Sports Product Management Professional Development III is the final course in a three-part series designed to advance your professional growth and prepare you for leadership roles in the sports and outdoor product industry. This 1-credit, advanced-level independent study builds on the knowledge and skills developed in earlier courses, offering a unique opportunity to explore emerging topics and produce impactful, industry-relevant work. Sequence with SPM 691, SPM 692.

SPM 695. Leadership II. 3 Credits.
As the capstone to the Leadership Journey in the Sport Product Management (SPM) program, this course builds on the foundations of Leadership I and prepares students to lead confidently at all organizational levels. Focused on self-leadership, team leadership, and business leadership, the course equips students with a personalized leadership toolkit through the study of academic and industry best practices, current events, and practical tools. Students will reflect on their leadership behaviors and skills, align their values and motivations with their aspirations, and apply these insights to teamwork experiences. Sequence with SPM 690.