

# SPORT AND EVENT MANAGEMENT (SPMT)

## SPMT\*1020 Sport Management Today Fall Only (LEC: 3) [0.50]

This course provides an overview of sport management and leadership concepts and an introduction to the different contexts of sport including the youth, community and scholastic sport and recreation, professional, and international sport. Topics covered include the history of sport management, the relevance and practice of managerial and leadership concepts within sport, diversity and ethical issues in sport, and sustainability practices in sport.

**Offering(s):** Offered through Distance Education format only

**Equate(s):** HTM\*1020

**Department(s):** Department of Management

**Location(s):** Guelph

## SPMT\*2020 The Business of Sport and Event Tourism Winter Only (LEC: 3) [0.50]

This course provides an introduction to the multi-faceted sports and event tourism industry from a business perspective. It focusses on a range of major sporting events such as the Olympics, national and international championships, and their influence on the sport tourism market in Canada. Students will understand components of sport management, event logistics, sponsorship, hospitality and licensing agreements.

**Prerequisite(s):** 2.00 credits including (MGMT\*1000 or MGMT\*2150)

**Equate(s):** HTM\*2020

**Restriction(s):** This is a Priority Access Course. Enrolment may be restricted to particular programs or specializations. See department for more information.

**Department(s):** Department of Management

**Location(s):** Guelph

## SPMT\*2120 Understanding Sport Fandom Fall Only (LEC: 3) [0.50]

This course will introduce students to the science of fandom, equipping them with an in-depth understanding of fan perspectives, attitudes and affinities. Students will explore the psychology, sociology and neuroscience of sport fandom. Psychological frameworks related to social group dynamics and fan communities will be examined, as well as current insights related to the motivations and influences that shape different fan preferences and behaviours. Implications will be drawn relative to developing cutting-edge fan engagement and revenue generation strategies across the sport ecosystem.

**Prerequisite(s):** SPMT\*2020

**Department(s):** Department of Management

**Location(s):** Guelph

## SPMT\*2220 Communication and Media Strategy in Sport and Events Fall Only (LEC: 3) [0.50]

All successful communication and media strategies in sport and events must take into account the complexities of this diverse and dynamic market of sport-related goods and services. This course examines sport and event communications through the investigation of internal and external factors that shape consumer demand in related industry sectors with an emphasis on digital media applications. Specifically, it will analyze the social, cultural and economic factors influencing the marketing of products, services and ideas.

**Prerequisite(s):** MCS\*1000, (HTM\*2020 or SPMT\*2020)

**Equate(s):** HTM\*2220

**Restriction(s):** This is a Priority Access Course. Restricted to students in BCOMM.SPMT, BCOMM.SPMT:C. Enrolment may be restricted to particular programs or specializations. See department for more information.

**Department(s):** Department of Management

**Location(s):** Guelph

## SPMT\*3020 The Impact of Business on Sport Industry Fall Only (LEC: 3) [0.50]

To understand the role of a sports manager, students will apply financial decision making concepts to evaluate the continually evolving sports industry. Students will explore how globalization trends, technological advancements, and demographic changes are impacting the sports industry and their effect on supply, demand, pricing, commercialization, labour policy, and revenue in the sports industry.

**Prerequisite(s):** (HTM\*2020 or SPMT\*2020), (ECON\*2560 or FIN\*2000)

**Equate(s):** HTM\*3020

**Restriction(s):** This is a Priority Access Course. Enrolment may be restricted to particular programs or specializations. See department for more information.

**Department(s):** Department of Management

**Location(s):** Guelph

## SPMT\*3220 Sales, Sponsorship and Stakeholder Engagement in Sport Winter Only (LEC: 3) [0.50]

This course introduces key tactical applications and practical concepts for future professionals in sport management and covers the major topics of sales, sponsorship and stakeholder engagement in the sport and event industry. The topic of sales includes learning sales techniques and processes related to tickets, suites, sponsorship, merchandise, and other products in the industry. The course delves deeper into sponsorship to build an understanding of this promotional tool. This course addresses engagement is one of the key success factors in the sport business today.

**Prerequisite(s):** 9.00 credits, (HTM\*2020 or SPMT\*2020)

**Equate(s):** HTM\*3220

**Restriction(s):** Restricted to students in BCOMM.SPMT, BCOM.SPMT:C. This is a Priority Access Course. Enrolment may be restricted to particular programs or specializations. Please contact the department for more information.

**Department(s):** Department of Management

**Location(s):** Guelph

**SPMT\*4020 Advanced Concepts in Sport and Event Management Winter Only (LEC: 3) [0.50]**

Students will apply advanced sport and event business concepts in an interactive setting, using principles and concepts of sport and event management to develop strategic planning and organizational skills. The course applies these concepts towards effective decision-making for stakeholders in relation to financial resource management, contracting, networks, digital elements, revenue generation, operations and emerging issues in the sport and event industry.

**Prerequisite(s):** 14.00 credits, including HTM\*4080, (HTM\*3020 or SPMT\*3020)

**Equate(s):** HTM\*4020

**Restriction(s):** This is a Priority Access Course. Restricted to students in BCOMM.SPMT, BCOMM.SPMT:C. Enrolment may be restricted to particular programs or specializations. Please contact the department for more information.

**Department(s):** Department of Management

**Location(s):** Guelph

**SPMT\*4040 Advanced Topics in Sport Management Fall Only (LEC: 3) [0.50]**

This advanced topic course introduces students to the vast, growing and varied literature and conceptual foundations directly and indirectly associated with the field of sport management. This course exposes students to the current and seminal literature relevant to the current trends of the sport industry to provide an understanding of the key issues and gaps to be addressed in future research and the overall challenges facing the field.

**Prerequisite(s):** 14.00 credits, including SPMT\*2020

**Restriction(s):** Restricted to students in BCOM.SPMT and BCOM.SPMT:C.

**Department(s):** Department of Management

**Location(s):** Guelph

**SPMT\*4080 Experiential Learning and Leadership in Sport Management Fall Only (LEC: 3) [0.50]**

This project-based, experiential learning course is restricted to fourth-year Sport and Event Management majors. This course provides students with practical experience and prepares them for various elements in the sport sector by providing them with tangible, hands-on experience within the sport industry.

**Prerequisite(s):** 14.00 credits, including SPMT\*2020

**Restriction(s):** Restricted to students in BCOM.SPMT and BCOM.SPMT:C. Instructor consent is required

**Department(s):** Department of Management

**Location(s):** Guelph

**SPMT\*4140 Advanced Sport Analytics Winter Only (LEC: 3) [0.50]**

This course applies an evidence-based approach to decision-making using analytic tools to transform data into insight. Students will use existing math, statistics and business skills and knowledge to address business problems within the sports industry. While the use and application of business analytics will be addressed with respect to both on-field and off-field, this course will focus on on-field analytics (e.g., measuring and predicting player and team performance).

**Prerequisite(s):** MGMT\*3140, SPMT\*2020

**Restriction(s):** Restricted to students in BCOM.SPMT and BCOM.SPMT:C.

**Department(s):** Department of Management

**Location(s):** Guelph