

SPORT MANAGEMENT INTERDISCIPLINARY MINOR

The Sports Management Institute

Interdisciplinary Minor Coordinator/Instructor:

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The Sport Management Interdisciplinary Minor will provide undergraduate students with an overview of the sport industry from an interdisciplinary perspective. Students in this minor will acquire skills in various aspects of the sport industry, including management and marketing of sport, sport law, diversity management, and leadership. Students participating in the minor will be exposed to theory-to-practice content through an emphasis on case studies pedagogical approaches. Student will also have the opportunity to engage in experiential learning.

Learning Objectives

Students will:

1. Identify and analyze ethical, legal, and socio-cultural issues, and formulate responses for use in managerial decision making and policy determinations in sport.
2. Identify and apply organizational theories and frameworks to the practice of sport management leadership and policy.
3. Respond to and engage collaboratively with diverse stakeholders and communities to address social challenges.
4. Employ appropriate methodologies and techniques manage strategic planning, as well as financial and human resource management.
5. Assess marketing and media needs and formulate short term and long-term solutions.
6. Develop and demonstrate, execute, and evaluate a sports event.
7. Reflect critically and develop collaborative solutions to address challenges of emerging issues concerning sport management and policy.

Requirements

Effective Fall 2022

Students must satisfactorily complete the total credits required for the minor. Minors and interdisciplinary minors require 12 or more upper-division (300- to 400-level) credits.

Additional coursework may be required due to prerequisites.

Code	Title	Credits
Required Courses		
SPMT 201	Introduction to Sport Management	3
SPMT 240	Executing Influence in Sport Organizations	3
SPMT 314	Inclusive Sport Organizations	3
SPMT 339	Sport and the Law	3
SPMT 487	Sport Management Internship	1-3
Select the appropriate course from the following:		3
Non-Business Majors and Minors:		
MKT 307	Fundamentals of Sports Marketing	
Business Majors and Minors:		

Code	Title	Credits
MKT 367	Sports Marketing	
Electives ²		5
Program Total Credits:		21-23
Electives List		
AREC 346/ECON 346	Economics of Outdoor Recreation	3
CON 101	Introduction to Construction Management	3
CON 571	Facility Planning and Management	3
ECON 101	Economics of Social Issues (GT-SS1)	3
FIN 300	Principles of Finance	3
FIN 305	Fundamentals of Finance	3
FIN 310	Financial Markets and Institutions	3
HDFS 101	Lifespan Development (GT-SS3)	3
HDFS 311	Adolescent and Emerging Adult Development	3
HDFS 312	Adult Development-Middle Age and Aging	3
HES 309	Methods of Coaching	3
HES 379	Psychology and Sport	3
HORT 341	Turfgrass Management	3
HORT 441	Turfgrass Science	3
JTC 350	Public Relations and Advertising	3
MKT 366	Services Marketing	3
PSY 100	General Psychology (GT-SS3)	3
RRM 312	Hospitality Human Resource Management	3
RRM 460	Event Planning and Production	3
SOC 342	Work and Leisure in Society	3
SOC 343	Sport and Society	3
SPCM 130	Foundations of Human Communication (GT-SS3)	3
SPCM 200	Public Speaking	3
SPCM 278E	Communication Skills: Intercultural Competence	1
SPCM 278H	Communication Skills: Organizational Training	1
SPCM 278I	Communication Skills: Social Media	1
SPCM 300	Advanced Public Speaking	3
SPCM 333	Career Communication	3
SPCM 347	Visual Communication	3
SPCM 436	Conflict Management and Communication	3

¹ Registration for IU 487 depends upon student receiving approval of site location from the program's internship coordinator. Students are responsible for securing an internship and there is not a presumption that Sport Management faculty and/or the internship coordinator will be responsible for guaranteeing a specific internship experience. If a student is not able to obtain an internship site prior to the start of the semester, they must take additional upper-division (300- to 400-level) credits. A course substitute for IU487 must be approved by the minor advisor, internship coordinator, and/or the program director.

² Select enough credits from the Electives list to bring the program total to a minimum of 21 credits.