

## **SM 3500: Sponsorship and Fundraising in Sport**

### **3 Credit Hours**

*Prerequisite: Admission to the Sport Management Program and SM 3200*

This course focuses on the role of sponsorship and fundraising in sport. Students are exposed to sport-specific fundraising challenges and goals for events, facilities, and organizations in the sports industry. The roles of media and public relations are also addressed. This course stresses practical applications in unique situations faced by sport management practitioners.

## **SM 3600: Sports Broadcasting**

### **3 Credit Hours**

*Prerequisite: Admission to the Sport Management Program*

This course focuses on the many disciplines in the art of sports broadcasting. The course emphasizes current techniques and applications. Students are required to produce and present sports broadcasting materials encompassing studio and remote applications.

## **SM 3650: Sport and Film**

### **3 Credit Hours**

*Prerequisite: Admission to the Sport Management Program*

This course utilizes films to explore historical and social context of sport. The course pays particular attention to debates surrounding social issues in sport. Students will identify ways sport films reproduce and challenge dominant social ideologies, including those related to race, nation, masculinity, gender, violence, and fan culture. Students will cultivate a critical perspective and analyze sport films, developing critical thinking skills and becoming savvy media consumers.

## **SM 3700: Sport Governance**

### **3 Credit Hours**

*Prerequisite: Admission to the Sport Management Program*

This course examines governance and policy development in sport management in the U.S. and internationally. More specifically, the course looks at how sport organizations interact and coordinate with policy actors within the organization and those outside of sport.