SPORT MANAGEMENT MAJOR (B.S.)

Purpose
The mission of the degree programs within the Department of Sport, Event, and Tourism Management at Liberty University is to help students develop skills to organize, administer, and facilitate sport programs at the corporate, agency, professional, and amateur levels. Opportunities are provided to develop knowledge and skills relevant to the performance of these functions.

Program Learning Outcomes
The student will be able to:

1. Incorporate the Christian worldview in decision-making within sport management.
2. Recommend research-based managerial practices for sport organizations.
3. Evaluate processes and policies for achieving the desired outcomes of sport organizations.

Information pertaining to student learning and achievement in the sport, event, and tourism management programs accredited by COSMA can be obtained by visiting the Department of Sport, Event, and Tourism Management website at https://www.liberty.edu/business/sport-event-tourism-management/ or by contacting the Chair of the Department of Sport, Event, and Tourism Management at sportmanagement@liberty.edu.

Programs of Study

Delivery Format: Residential and Online

- Sport Management (B.S.) - Conference & Event Management - Online
- Sport Management (B.S.) - Conference & Event Management - Resident
- Sport Management (B.S.) - General - Online
- Sport Management (B.S.) - General - Resident
- Sport Management (B.S.) - Sport Administration - Online
- Sport Management (B.S.) - Sport Administration - Resident
- Sport Management (B.S.) - Sport Communication & Public Relations - Online
- Sport Management (B.S.) - Sport Communication & Public Relations - Resident
- Sport Management (B.S.) - Sport Outreach - Online
- Sport Management (B.S.) - Sport Outreach - Resident
- Sport Management (B.S.) - Sport Venue Management - Online
- Sport Management (B.S.) - Sport Venue Management - Resident

Career Opportunities
- Advertising
- Collegiate Athletic Administration
- Event Management
- Facility and Arena Management
- Front Office Position with a Professional Team
- Marketing
- National Sport Governing Bodies
- Nonprofit Organizations
- Private Sports Enterprises
- Resort Management
- Ticket Operations/Sales

Courses

SMGT 200 Introduction to Sport Management 3 Credit Hour(s)
This course is designed to provide students with an introduction to the skills and competencies required to pursue career opportunities in the sport industry.
Offered: Resident and Online

SMGT 201 History of Sport 3 Credit Hour(s)
This course investigates the historical development of sport and recreational activities practiced in North America. Major influences on the development of sport are examined including religious beliefs, social and cultural values, economics, politics, and technological advances.
Offered: Resident and Online

SMGT 205 Practicum 3 Credit Hour(s)
Prerequisite: SMGT 200 (may be taken concurrently) or SMGT 201 (may be taken concurrently)
Supervised work experience in a sport administration area by the student with approval of advisor.
Offered: Resident and Online

SMGT 299 Internship 0 Credit Hour(s)
Offered: Resident

SMGT 300 Introduction to Coaching 3 Credit Hour(s)
An overview of the roles, qualifications, responsibilities, and skills required of coaches during the season and off season. Issues affecting coaches both on and off the field will be addressed.
Registration Restrictions: Sophomore status
Offered: Resident

SMGT 302 Sport Facilities and Events 3 Credit Hour(s)
Prerequisite: SMGT 200 and SMGT 201 and (ISYS 201 or CMIS 201 or BUSI 201)
This course is designed to provide students with an overview of facility planning and design, facility operations, and event management.
Offered: Resident and Online

SMGT 304 Coaching Football 3 Credit Hour(s)
An examination of the theories, techniques, and styles of coaching football. Multiple offensive and defensive strategies are explored.
Registration Restrictions: Junior status
Note: Offered in the fall semester
Offered: Resident

SMGT 305 Sport Law 3 Credit Hour(s)
Prerequisite: SMGT 200 and SMGT 201 and (ISYS 201 or CMIS 201 or BUSI 201)
With a managerial approach to legal issues, this course will examine the influences of current state and federal legislation, collective bargaining agreements, regulation agencies, employee-employer relations, contracts and educational enterprises in relation to sport management.
Offered: Resident and Online

SMGT 306 Coaching Basketball 3 Credit Hour(s)
A study of the theories, methods, organization, and techniques of teaching and coaching of basketball skills and team play.
Registration Restrictions: Junior status
Note: Offered in the spring semester
Offered: Resident
SMGT 307  Coaching Fall Sports  3 Credit Hour(s)
Prerequisite: SMGT 300
This course will function as an orientation to the coaching of specific individual and team sports. Furthermore, the course is designed to evaluate the knowledge and skill proficiencies (competencies) of coaching minors in selected sport and activities. The sports covered in this course are: volleyball, cross country/track and field and soccer.
Note: Offered in the fall semester
Offered: Resident

SMGT 308  Coaching Spring Sports  3 Credit Hour(s)
Prerequisite: SMGT 300
This course will function as an orientation to the coaching of specific individual and team sports. Furthermore, the course is designed to evaluate the knowledge and skill proficiencies (competencies) of coaching minors in selected sport and activities. The sports covered in this course are: tennis, baseball/softball, and golf.
Note: Offered in the spring semester
Offered: Resident

SMGT 310  Communication in Sport  3 Credit Hour(s)
Prerequisite: COMS 101 and ENGL 101 and SMGT 200 and (ISYS 201 or CMIS 201 or BUSI 201) and (ENGL 102 or MUSC 200)
This course is a macro analysis of the field from personal, organizational, and external perspectives. Special attention is given to historical and theoretical features of the field, personal and organizational process, sport media, services and support systems, and sociological and legal aspects of sport.
Offered: Resident and Online

SMGT 312  Introduction to Sport Ministry Outreach  3 Credit Hour(s)
Prerequisite: SMGT 200 and SMGT 201
This course will explain the inter-relationships between sport and religion while examining the impact of muscular Christianity and sport ministry in North America. Tools and guidelines for preparing, organizing and administering a sport ministry program will also be examined.
Offered: Resident and Online

SMGT 314  Coaching Dynamics  3 Credit Hour(s)
A study of rules, game procedures, methods, and practices in officiating athletic activities as well as instruction on video editing technology and film breakdown for a variety of sports. Students will also acquire certification in CPR, AED, and First Aid related to Coaching.
Note: Offered in spring semester
Offered: Resident

SMGT 315  Concepts and Practices in Sport Outreach  3 Credit Hour(s)
This course introduces the student to the broad spectrum of Christian concepts and practices with sport camp operation and leadership. The student will be equipped to plan, fund, program, direct, evaluate and assess a camp's effectiveness with an emphasis on outreach to athletes on high school and college campuses, in the local church, and with community organizations.
Offered: Resident and Online

SMGT 317  Mentoring in Sport  3 Credit Hour(s)
Prerequisite: SMGT 200 and SMGT 201
A residency whereby the student is assigned to a ministry outreach setting for the purpose of receiving hands-on experience and guidance in the day-to-day functions of sports outreach.
Offered: Resident and Online

SMGT 321  Global Sport Outreach  3 Credit Hour(s)
Prerequisite: SMGT 200 and SMGT 201
This course will examine global strategy issues within the context of sport outreach. Nation, region, and outreach specific factors that determine outreach effectiveness will be analyzed. Key global sport outreach organizations will be examined to deepen students' understanding of effective sport outreach theories and strategies. Students will develop a basic conceptual framework to formulate a strategy for undertaking sport outreach in a global setting.
Offered: Resident and Online

SMGT 330  Sport Communication Technology  3 Credit Hour(s)
Resident Prerequisite: SMGT 200 and SMGT 201 and ENGL 101 and ENGL 102 and COMS 101 and SMGT 310
Online Prerequisite: SMGT 200 and SMGT 201 and BUSI 201 and ENGL 101 and ENGL 102 and COMS 101 and SMGT 301
This course provides future sport professionals with the technology expertise needed to be successful and marketable in sport public relations. Students will develop proficiency in sport industry relevant technologies such as organizational media production programs, persuasive media platforms, and social media.
Offered: Resident and Online

SMGT 399  Interim Internship  3 Credit Hour(s)
A SMGT directed elective that will consist of supervised work experience approved in advance by the professor in a sport administration and/or management cognate (administration, aquatics, promotion, marketing, directing, fitness). Application procedures processed through the Sport Management Department Faculty Internship Advisor (FIA).
Offered: Resident and Online

SMGT 400  Sport and Exercise Psychology  3 Credit Hour(s)
Prerequisite: SMGT 302 and SMGT 305 and SMGT 310
This course is designed to provide students with an in-depth view of the theoretical and applied aspects of the psychology of sport and exercise. The emphasis is on providing knowledge and skills necessary to improve athletic performance, enhance health and well-being, and understand personal and situation variables in the exercise environment as related to the psychological development of the individual.
Note: Offered in the spring semester
Offered: Resident

SMGT 401  Sport Methodology, Methods and Practices  3 Credit Hour(s)
Prerequisite: SMGT 200 and SMGT 201
An introductory class to the psychological and emotional aspects of sport. Topics include mental preparation, goal setting, extrinsic vs. intrinsic reward, stress, anxiety, relaxation and coping within the context of sport participation. The topic of competition and the concepts of success and failure are discussed from a biblical perspective.
Offered: Resident and Online

SMGT 402  Outreach in Organized Sport  3 Credit Hour(s)
Prerequisite: SMGT 200 and SMGT 201
This course will provide a foundational view of character coaches and related personnel within organized sport. The content will focus on learning how to pray for, to serve, to challenge, and to invest in lives and being on the journey of faith for those who serve.
Offered: Resident and Online
SMGT 404 Administration and Organization in Sport and Recreation 3 Credit Hour(s)
Resident Prerequisite: SMGT 302 and SMGT 305 and (Rsch 201 or Inquiry Research with a score of 80 or Research with a score of 80 or Research (prior to 2017-2018) with a score of 80)
Online Prerequisite: SMGT 302 and SMGT 305
A study of the problems and considerations involved in the successful management of sport and recreation programs. Areas considered include program planning, organization, leadership and evaluation, and current organizational trends.
Registration Restrictions: Junior status
Offered: Resident and Online

SMGT 405 Sport Finance 3 Credit Hour(s)
Prerequisite: SMGT 302 and SMGT 305 and SMGT 310
Economic marketing and finance theories applied to sport organizations, with special emphasis on the impact of sport upon the proximate community, and general development of cities and sport facilities.
Offered: Resident and Online

SMGT 406 Issues and Trends in Sport 3 Credit Hour(s)
Prerequisite: SMGT 302 and SMGT 305 and SMGT 310
A basic understanding of the developments, trends and social processes that explain the widely popular sporting experiences of society today.
Offered: Resident and Online

SMGT 410 Sport Marketing 3 Credit Hour(s)
Prerequisite: SMGT 302 and SMGT 305 and SMGT 310
The relevant areas of marketing are applied to sport applications for spectator and participative sport organizations are given. Special emphasis is placed on strategic planning, product analysis, and the development and presentation of marketing packages to secure sponsorship.
Offered: Resident and Online

SMGT 415 Research Methods in Sport Management 3 Credit Hour(s)
Prerequisite: SMGT 200 and SMGT 201 and SMGT 302 and SMGT 305 and SMGT 310 and SMGT 312
This course examines the concepts and process of research in sport management. Students will be introduced to issues associated with but not limited to the logic of the scientific method, assessing scholarly research, research design, qualitative and quantitative methodologies, and how to integrate research into decision making. Students will be afforded the opportunity to develop a research proposal relevant to the discipline and thus provide a foundation from which the student may use the knowledge and practices gained in this course throughout the rest of their career.
Offered: Resident and Online

SMGT 421 Policy & Governance in Sport 3 Credit Hour(s)
Prerequisite: BUSI 201 and SMGT 200 and SMGT 201 and SMGT 302 and SMGT 305 and SMGT 310 and SMGT 312
This course examines various aspects of sport governing bodies and the organizations they oversee, including their structure, authority, membership, policy development, and the ethical issues behind their decisions. Governing bodies to be examined will include the domains of professional sport, interscholastic sport, intercollegiate sport, amateur sport, and international sport.
Offered: Resident and Online

SMGT 422 Sport Analytics 3 Credit Hour(s)
Prerequisite: BUSI 201 and SMGT 200 and SMGT 201 and SMGT 302 and SMGT 305 and SMGT 310 and SMGT 312 and (MATH 115 or MATH 116 or MATH 117 or MATH 121 or MATH 122 or MATH 201 or MATH 2XX or MATH 3XX or MATH 4XX) and BUSI 201
A study of the process of data-based decision making including data collection, analysis and interpretation. Topics will include information gathering, research design and methods, data analysis software, and the use of statistics to analyze and interpret information.
Offered: Resident and Online

SMGT 430 Sport Media Strategies 3 Credit Hour(s)
Prerequisite: SMGT 200 and SMGT 201 and SMGT 302 and SMGT 305 and SMGT 310 and SMGT 312
Sport Media Strategies is designed as a capstone course for the Communications and Public Relations Cognate. Heavy emphasis is given to the application of sport public relations technologies and strategies including promotional media, media relations tactics, public relations campaigns, and high level public relations responsibilities related to sport information.
Offered: Resident and Online

SMGT 440 Guest Service in Sport Venues 3 Credit Hour(s)
Prerequisite: SMGT 200 and SMGT 201 and SMGT 302 and SMGT 305 and SMGT 310
This course will provide students with background knowledge of the unique aspects of the sport product and important guest service management concepts. These concepts include, but are not limited to, service quality, guest satisfaction, how perceptions of service influence consumer behaviors, and service assessment methods. Students will learn how to leverage their understanding of these concepts to establish guest service standards and strategies to meet organizational goals within the context of sport and live entertainment event businesses.
Offered: Resident and Online

SMGT 441 Sport Venue Operations 3 Credit Hour(s)
Prerequisite: SMGT 200 and SMGT 201 and SMGT 302 and SMGT 305 and SMGT 310
An in-depth study of the business practices associated with the booking, scheduling, and presentation of events in sport venues. Reflecting the multipurpose programming of many sport venues, this course will examine a variety of one-off athletic competitions, sport tournaments, concerts, family shows, and other showcase events used to fill a venue's calendar dark days.
Offered: Resident and Online

SMGT 495 Directed Research 1-3 Credit Hour(s)
SMGT 495 - Directed Research (1 to 3 hours)
Offered: Resident

SMGT 497 Special Topics in Sport Management 1-3 Credit Hour(s)
SMGT 497 - Special Topics in Sport Management (1 to 3 hours)
Offered: Resident

SMGT 499 Internship 1-12 Credit Hour(s)
Placement with a sport organization for a controlled learning experience with the student's career specialization area. Applications are processed through the department Faculty Intern Advisor. Applicants must apply the semester prior to starting the internship.
Registration Restrictions: 2.25 GPA
Offered: Resident and Online