SPAD 508 Management and Supervision in Sport (3 credits)
In this course, students engage in an in-depth analysis of a variety of approaches used in the management and supervision of athletic programs in both public and private sectors. They examine administrative/managerial functions for facility management, budgeting, personnel evaluation, public relations, technology-based scheduling, and fundraising. Equivalent course PEMJ 508 effective through Spring 2020.

SPAD 510 Legal Aspects of Sport (3 credits)
In this course students examine current legal aspects impacting sport and athletic administration. Students study and apply concepts related to liability, risk management, equity, supervision, performance enhancing drugs, compliance to governing organizations, and code of conduct in a sport or physical activity setting. Equivalent course PEMJ 510 effective through Spring 2020.

SPAD 512 Facility Management in Sport (1.5 credit)
In this course students examine management functions in the operation of athletic facilities across a variety of sport levels. They demonstrate the ability to apply appropriate methods for planning, designing, managing, and financing at private and public sport organizations. Furthermore, students explore concepts related to human resources and event management. Equivalent course PEMJ 512 effective through Spring 2020.

SPAD 514 Sport Marketing and Public Relations (3 credits)
In this course students apply marketing principles and public relations strategies within the context of a sport setting. They learn to analyze consumer trends to enhance development, sales and promotion of sport products. In addition, students examine approaches to establishing and maintaining a positive public image including communication through the media, partnerships with local community and website construction. Equivalent course PEMJ 514 effective through Spring 2020.

SPAD 515 Sport Finance (1.5 credit)
In this course students will become well versed in financial aspects of running a sport-related enterprise. They will develop skills in applying a variety of financial tools to optimize the solvency of their sport organization including financial planning, budgeting, and revenue acquisition. Furthermore, students will consider sport finance trends and research-related literature when conducting financial analyses and engaging in problem solving to promote organizational success.

SPAD 525 Sport Media and Technology (3 credits)
In this course students will examine the fundamentals of current technologies and uses in the sports industry. They will develop an understanding of how technology fits into the practice of sound management techniques and the role of technology in sport performance. Furthermore, students will explore the effects of evolving technology and social media on sports communication in traditional and digital formats.

SPAD 547 Advanced Coaching Techniques (3 credits)
In this course students investigate advanced methods for analyzing and improving sport performance. Students learn about key principles of coaching, effective practice design, and use of instruction methods for skill acquisition. Students also learn key biomechanical and psychological elements of performance and gain experience in use of technical analysis and notational match analysis to optimize sport performance. Equivalent course PEMJ 547 effective through Spring 2020.