

SEM - SPORT AND ENTERTAINMENT MANAGEMENT

SEM 5100 Introduction to Sport & Entertainment Management Cr. 3

Provides an overview of the sport & entertainment industry, and examines issues encountered by sport and entertainment managers with special emphasis on the use of business principles to identify, attract and retain consumers. Offered Every Term.

Restriction(s): Enrollment is limited to Undergraduate level students.

Equivalent: MGT 5100

SEM 7100 Sport & Entertainment Management Cr. 3

Provides an overview of the sport & entertainment industry. Examines issues encountered by sport and entertainment managers. Emphasis on use of business principles to identify, attract, and retain consumers. Offered Yearly.

Restriction(s): Enrollment is limited to Graduate level students.

SEM 7110 Sport & Entertainment Marketing Communications Cr. 3

Explores the role of sport and entertainment marketing in the attraction and retention of customers. Emphasizes branding and the linkages across marketing communications. Topical areas include advertising, sponsorship, public relations, direct marketing, social media, and sales promotion. Offered Yearly.

Prerequisite: SEM 7100 with a minimum grade of C

Restriction(s): Enrollment is limited to Graduate level students.

SEM 7120 Event Planning and Management Cr. 3

Explores the nature and role of events. History, significance, impacts and role of sporting events, festivals, the arts and cultural entertainment, and business events. Cultivate business skills involved in operations, marketing, sponsorship and fundraising for events. Offered Yearly.

Prerequisite: SEM 7100 with a minimum grade of C

Restriction(s): Enrollment is limited to Graduate level students.

SEM 7130 Managerial Finance in Sport & Entertainment Cr. 3

Application of financial skills and principles in sport and entertainment. Budgeting, revenue generation, profits and loss, and taxation. Offered Every Term.

Prerequisite: SEM 7100 with a minimum grade of C

Restriction(s): Enrollment is limited to Graduate level students.

SEM 7140 Sports & Entertainment Economics Cr. 3

Economic theory and principles applied to the business of sport and entertainment. Demand, costs and profit maximization, labor issues, antitrust, and tax policy examined. Strategic decision-making on current issues. Offered Yearly.

Prerequisite: SEM 7100 with a minimum grade of C

Restriction(s): Enrollment is limited to Graduate level students.

SEM 7995 Directed Study in Sport and Entertainment Management Cr. 3

Advanced independent readings and research under supervision of a graduate faculty member in areas of special interest to student and faculty member. Offered Every Term.

Restriction(s): Enrollment is limited to Graduate level students.

SEM 8000 Special Topics in Sport and Entertainment Management Cr. 3

Current developments and emerging trends in Sport and Entertainment Management and Sales/Events Management. Offered Winter.

Restriction(s): Enrollment is limited to Graduate level students.

Repeatable for 6 Credits