SPORT ADMINISTRATION (SPAD)

Subject-area course lists indicate courses currently active for offering at the University of Louisville. Not all courses are scheduled in any given academic term. For class offerings in a specific semester, refer to the Schedule of Classes (http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm).

500-level courses generally are included in both the undergraduate- and graduate-level course listings; however, specific course/section offerings may vary between semesters. Students are responsible for ensuring that they enroll in courses that are applicable to their particular academic programs.

Course Fees

Some courses may carry fees beyond the standard tuition costs to cover additional support or materials. Program-, subject- and course-specific fee information can be found on the Office of the Bursar website (http://louisville.edu/bursar/tuitionfee/).

SPAD 509. International Sport **3 Units**
Prerequisite(s): Junior standing or consent of instructor.
Description: This course is designed to examine sport from an international perspective, identifying differences in governance and social issues affecting sport managers.
For class offerings for a specific term, refer to the Schedule of Classes (http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm)

SPAD 510. Entrepreneurship in Sport Business **3 Units**
Prerequisite(s): Junior Standing or consent of instructor.
Description: This course will provide an analysis of entrepreneurship in sport and the sport industry. Emphasis will be placed on the structure and framework of entrepreneurial endeavors and the theory and practice on entrepreneurs in sport.
For class offerings for a specific term, refer to the Schedule of Classes (http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm)

SPAD 521. Independent Study in Sport Administration **1-3 Units**
Prerequisite(s): Consent of instructor.
Description: Independent examination of selected topic(s) in Sport Administration.
For class offerings for a specific term, refer to the Schedule of Classes (http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm)

SPAD 524. Management of Professional Baseball **3 Units**
Prerequisite(s): Junior standing or consent of instructor.
Description: This course is designed to examine the professional baseball segment of the sport industry from a managerial perspective, identifying the sports history, governance structures,and the social issues affecting sport managers.
For class offerings for a specific term, refer to the Schedule of Classes (http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm)

SPAD 525. Sport Event Planning and Management **3 Units**
Prerequisite(s): Junior standing or consent of instructor.
Description: This course is designed to introduce students to principles and practices of planning, funding, operating, and evaluating events within the sport industry. This course includes actual hands-on involvement with event planning and management.
For class offerings for a specific term, refer to the Schedule of Classes (http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm)

SPAD 529. Women and Sport **3 Units**
Term Typically Offered: Occasionally Offered
Prerequisite(s): Junior standing or consent of instructor.
Description: An effort to understand the role of the American woman in sport. Studies concepts about women, sport, and society in contemporary and historical perspectives.
For class offerings for a specific term, refer to the Schedule of Classes (http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm)

SPAD 530. Sport Promotion and Sales **3 Units**
Prerequisite(s): Junior standing or consent of instructor.
Description: Covers the application of various promotional strategies such as advertising, direct sales, sales promotion, and publicity and examines how those strategies are integral to a sport organization's marketing plan.
For class offerings for a specific term, refer to the Schedule of Classes (http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm)

SPAD 536. Sport Administration in Nonprofit Organizations **3 Units**
Prerequisite(s): Junior standing or consent of instructor.
Description: This course provides a comprehensive introduction to the principles of management and their practical applications to sport, leisure and recreation organizations in the nonprofit sector.
For class offerings for a specific term, refer to the Schedule of Classes (http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm)

SPAD 561. Special Topics in Sport Administration **3 Units**
Term Typically Offered: Occasionally Offered
Prerequisite(s): Junior standing or consent of instructor.
Description: To enable students to gain knowledge, skills, and competencies on topics related to Sport Administration. Provide advanced study on selected topics or emerging issues related to the management, administration, or culture of sport.
For class offerings for a specific term, refer to the Schedule of Classes (http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm)

SPAD 571. Sport for Development and Peace **3 Units**
Prerequisite(s): Junior standing or consent of instructor.
Description: This course will introduce students to sports for social change, often referred to as Sport for Development and Peace (SDP). Through this class, students will develop practical and theoretical knowledge of SDP by learning about key issues and concepts. The goal of the class is for students to develop an understanding of how SDP relates to their future career of choice in the sport industry.
For class offerings for a specific term, refer to the Schedule of Classes (http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm)

SPAD 604. Sport Finance and Economics **3 Units**
Description: Examine advanced financial and economic concepts necessary for financial literacy in the sport business industry. Special emphasis placed on reading and analyzing financial statements, incorporating the time value of money into the financial decision-making process, and critically assessing economic impact analyses.
For class offerings for a specific term, refer to the Schedule of Classes (http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm)

SPAD 605. Sports Facility Management **3 Units**
Description: Investigates the design and development of various athletic facilities in diverse settings. Examines corporate, community, and commercial facilities for strengths and weaknesses in design and management procedures.
For class offerings for a specific term, refer to the Schedule of Classes (http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm)

SPAD 625. Sport Management and Leadership **3 Units**
Prerequisite(s): Admission to MS program or consent of instructor.
Description: This course is an overview of the nature and scope of the sport industry.This course will expand the students' understanding of management theories and their application to sport administration.
For class offerings for a specific term, refer to the Schedule of Classes (http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm)

SPAD 635. Research in Sport Administration **3 Units**
Description: A critical analysis of current research and literature in Sport Administration and the sport business industry for practical application. Students will identify a research question; develop a review of literature; develop a research design; and identify possible implications and applications.
For class offerings for a specific term, refer to the Schedule of Classes (http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm)

SPAD 637. Sport Analytics **3 Units**
Description: An in-depth analysis of how analytical methods can be applied in the sport industry.
For class offerings for a specific term, refer to the Schedule of Classes (http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm)

SPAD 645. Sport Communication Theory and Practice **3 Units**
Term Typically Offered: Spring Only
Description: The purpose of this course is three-fold: 1) to explore sport communication theories and how they relate to current issues and topics within the sport communication realm, particularly as they address mass media communication and the larger sport environment; 2) to gain a firm understanding of how the media theory is applied to peer-reviewed research in the realm of sport communication; and 3) to examine more practical concepts, activities, and behaviors related to sport communication and apply them to professional and collegiate sports.
For class offerings for a specific term, refer to the Schedule of Classes (http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm)

SPAD 653. Sport and Film **3 Units**
Term Typically Offered: Occasionally Offered
Description: An examination and critical analysis of sport in film. This course uses popular sport films to investigate the role of sport in our culture, encourage critical thinking, and appreciate issues of diversity.
For class offerings for a specific term, refer to the Schedule of Classes (http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm)

SPAD 661. Special Topics in Sport Administration **3 Units**
Term Typically Offered: Occasionally Offered
Description: To enable students to gain knowledge, skills, and competencies on topics related to Sport Administration. Provides advanced study on selected topics or emerging issues related to the management, administration, or culture of sport.
For class offerings for a specific term, refer to the Schedule of Classes (http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm)

SPAD 680. Athletics and Higher Education **3 Units**
Description: Examination of the historical development of athletics within American institutions of higher learning with an emphasis upon concept and ideas that underlie the developments and the major problems affecting contemporary intercollegiate athletics.
For class offerings for a specific term, refer to the Schedule of Classes (http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm)

SPAD 683. Strategic Sport Marketing **3 Units**
Description: This course focuses on marketing and sponsorship concepts across a range of sport contexts. A special emphasis is placed on developing effective marketing strategies in the modern sport industry.
For class offerings for a specific term, refer to the Schedule of Classes (http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm)

SPAD 684. Sport Policy **3 Units**
Description: Trends and issues of importance to the practitioner in sport administration.
For class offerings for a specific term, refer to the Schedule of Classes (http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm)

SPAD 685. Case Studies in Sport Administration **3 Units**
Prerequisite(s): SPAD 618, SPAD 625, and SPAD 683.
Description: Applications of critical analysis and decision making models to sport industry settings; focus on management and social issues.
For class offerings for a specific term, refer to the Schedule of Classes (http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm)

SPAD 689. Legal Aspects in the Sport Industry **3 Units**
Description: Examines legal issues involving athletes, administrators, athletic trainers, coaches, equipment manufacturers, officials, operators of sport facilities, physicians, and the spectator.
For class offerings for a specific term, refer to the Schedule of Classes (http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm)

SPAD 692. Internship in Sport Administration **3 Units**
Prerequisite(s): 12 hours in SPAD, and consent of instructor.
Description: Supervised practical work experience in an organization or business related to student's academic field, area of specialization, or career interest. Students enrolled in class must work a minimum of 300 hours at their internship site.
Course Attribute(s): CBL - This course includes Community-Based Learning (CBL). Students will engage in a community experience or project with an external partner in order to enhance understanding and application of academic content.

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SPAD 699. Directed Readings in Sport Administration **1-3 Units**
Prerequisite(s): Fifteen graduate hours and consent of sport administration instructor.
Description: Supervised readings and written project relating to a specific research topic in physical education.
For class offerings for a specific term, refer to the Schedule of Classes (http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm)

SPAD 701. Doctoral Seminar in Sport Administration Research **3 Units**
Prerequisite(s): Admission to PhD program or consent of instructor.
Description: This course will provide students with the opportunity to analyze and discuss theories related to behavior of individuals and groups in sport and exercise organizations.
For class offerings for a specific term, refer to the Schedule of Classes (http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm)

SPAD 702. Research Colloquium in Sport Administration I **3 Units**
Prerequisite(s): Admission to PhD program or consent of instructor.
Description: This course will provide students with the opportunity to analyze emerging research with other students, faculty, and guest researchers/presenters.
For class offerings for a specific term, refer to the Schedule of Classes (http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm)

SPAD 703. Doctoral Seminar in Sport Consumer Research **3 Units**
Prerequisite(s): Admission to PhD program or consent of instructor.
Description: This course will provide students with the opportunity to analyze and discuss theories related to the marketing of sport and exercise organizations.
For class offerings for a specific term, refer to the Schedule of Classes (http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm)

SPAD 704. Research Colloquium in Sport Administration II **3 Units**
Prerequisite(s): Admission to PhD program or consent of instructor.
Description: This course will provide students with the opportunity to analyze emerging research with other students, faculty, and guest researchers/presenters. Students will also work with faculty on their dissertation topic and drafts of their dissertation proposal.
For class offerings for a specific term, refer to the Schedule of Classes (http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm)

SPAD 705. Doctoral Seminar in Social Issues in Sport **3 Units**
Prerequisite(s): Admission to PhD program, or consent of instructor.
Description: This course will provide students with the opportunity to analyze and discuss theories related to social issues in sport.
For class offerings for a specific term, refer to the Schedule of Classes (http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm)