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 (https://louisville.edu/bursar/tuitionfee/university-fees/).

**SPAD 509. International Sport** 3 Units
Term Typically Offered: Spring Only
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
Term Typically Offered: Occasionally Offered
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 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 521. Independent Study in Sport Administration** 1-3 Units
Term Typically Offered: Occasionally Offered
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
Term Typically Offered: Occasionally Offered
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
Term Typically Offered: Spring Only
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): C- or better in SPAD 281 and C- or better in SPAD 284; admission to the College of Education and Human Development or College of Business or officially accepted as a Sport Administration minor.
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
Term Typically Offered: Occasionally Offered
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)
<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Units</th>
<th>Term Typically Offered</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>SPAD 571</td>
<td>Sport for Development and Peace</td>
<td>3</td>
<td>Occasionally Offered</td>
<td>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.</td>
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<tr>
<td>SPAD 645</td>
<td>Sport Communication Theory and Practice</td>
<td>3</td>
<td>Fall, Spring</td>
<td>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.</td>
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<tr>
<td>SPAD 572</td>
<td>Special Topics in Sport Administration</td>
<td>3</td>
<td>Occasionally Offered</td>
<td>This course uses popular sport films to investigate the role of sport in our culture, encourage critical thinking, and appreciate issues of diversity. An examination and critical analysis of sport in film. This course will focus on the role of sport in society, sport management, and the cultural impact of sport. For class offerings for a specific term, refer to the Schedule of Classes.</td>
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<tr>
<td>SPAD 651</td>
<td>Sport and Film</td>
<td>3</td>
<td>Occasionally Offered</td>
<td>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.</td>
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<td>SPAD 653</td>
<td>Sport Finance and Economics</td>
<td>3</td>
<td>Fall Only</td>
<td>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.</td>
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<tr>
<td>SPAD 654</td>
<td>Sport Policy</td>
<td>3</td>
<td>Fall, Spring</td>
<td>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.</td>
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<tr>
<td>SPAD 655</td>
<td>Strategic Sport Marketing</td>
<td>3</td>
<td>Fall, Spring</td>
<td>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.</td>
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<tr>
<td>SPAD 656</td>
<td>Athletics and Higher Education</td>
<td>3</td>
<td>Occasionally Offered</td>
<td>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.</td>
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<tr>
<td>SPAD 661</td>
<td>Research in Sport Administration</td>
<td>3</td>
<td>Fall Only</td>
<td>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.</td>
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<tr>
<td>SPAD 662</td>
<td>Sport Management and Leadership</td>
<td>3</td>
<td>Fall, Spring</td>
<td>This course is an overview of the nature and scope of the sport industry. It examines corporate structure and management procedures. For class offerings for a specific term, refer to the Schedule of Classes.</td>
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<tr>
<td>SPAD 663</td>
<td>Athletics and Higher Education</td>
<td>3</td>
<td>Occasionally Offered</td>
<td>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.</td>
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<tr>
<td>SPAD 664</td>
<td>Special Topics in Sport Administration</td>
<td>3</td>
<td>Occasionally Offered</td>
<td>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.</td>
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<td>SPAD 665</td>
<td>Strategic Sport Marketing</td>
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<tr>
<td>SPAD 666</td>
<td>Athletics and Higher Education</td>
<td>3</td>
<td>Occasionally Offered</td>
<td>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.</td>
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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
Term Typically Offered: Fall, Spring
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
Term Typically Offered: Fall, Spring, Summer
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.

SPAD 699. Directed Readings in Sport Administration 1-3 Units
Term Typically Offered: Fall, Spring, Summer
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
Term Typically Offered: Fall Only
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
Term Typically Offered: Spring Only
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)