

SPMT 101
Introduction to Sports Management
3 Credits

Community College of Baltimore County
Common Course Outline

Description

SPMT 101 – Introduction to Sports Management: provides students with an overview of the sports management profession. Students explore the business aspects of sports, as well as the wide range of fields within sports management, gaining insight into the steps required to pursue a career in their chosen area of sports management. Key topics covered include the nature of sports business, public relations, journalism and media, amateur vs. professional sports management, among others.

Overall Course Objectives

Upon completion of this course, students will be able to:

1. explain the evolution of sports management as a career;
2. identify the nine areas of sports management professions;
3. discuss the current state of sport at the recreational, youth, interscholastic, intercollegiate, and professional levels;
4. discover professional organizations related to the different areas of sports management;
5. identify basic legal issues related to sports management;
6. analyze current and future trends in sports management; and
7. develop strategies for career success in sports management.

Major Topics

- I. History of the sports management field
 - II. Nine areas of sports management professions
 - a. Team and athlete management
 - b. Event and facility management
 - c. Marketing and public relations
 - d. Financial and legal management
 - e. Media and communications
 - f. Community and youth programs
 - g. Data and technology
 - h. Education and academics
 - i. Other areas
 - III. Professional organizations
 - a. North American Society for Sport Management (NASSM)
 - b. Sports Marketing Association (SMA)
 - c. College Sports Information Directors of America (CSIDA)
 - d. National Interscholastic Athletic Administrators Association (NIAAA)
- The Common Course Outline (CCO) determines the essential nature of each course.
For more information, see your professor's syllabus.

- IV. Trends in sports management
- V. Career strategies

Course Requirements

Grading will be determined by the individual faculty member, but shall include the following, at minimum:

- One interview of a sports management professional
- Three written assignments
- One mid-term exam
- One final exam

Date Revised: 9/2/2025