

# 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 ([https://csprd.louisville.edu/psp/ps\\_class/EMPLOYEE/PSFT\\_CS/c/COMMUNITY\\_ACCESS.CLASS\\_SEARCH./x/?state=62dab551a0d600a5e8237359c50704e59007&duo\\_code=sjUx20STj21b1WVEuQ3Z1YRlHmfXpgoV](https://csprd.louisville.edu/psp/ps_class/EMPLOYEE/PSFT_CS/c/COMMUNITY_ACCESS.CLASS_SEARCH./x/?state=62dab551a0d600a5e8237359c50704e59007&duo_code=sjUx20STj21b1WVEuQ3Z1YRlHmfXpgoV)).

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 180. The Sport Spectator Experience 3 Units

**Description:** This course presents an overview of the sport industry from the perspective of the fan/spectator.

For class offerings for a specific term, refer to the Schedule of Classes (<http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm>)

### SPAD 281. Principles of Sport Administration 3 Units

**Term Typically Offered:** Fall, Spring, Summer

**Description:** Principles and theory of administration and management as they apply to the administration and management of sport, fitness, leisure, and recreation services, and programs.

For class offerings for a specific term, refer to the Schedule of Classes (<http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm>)

### SPAD 284. Sport Leadership and Ethics 3 Units

**Term Typically Offered:** Fall, Spring, Summer

**Description:** This course will explore the application of leadership and ethical theories in sport administration. Focusing on the individual level of organizational behavior, students will learn about values, behaviors, motivation, decision making, and leadership. Students will learn about themselves through personality assessments while gaining knowledge on leadership theories.

For class offerings for a specific term, refer to the Schedule of Classes (<http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm>)

### SPAD 333. Field Experience in Sport Administration 1-3 Units

**Prerequisite(s):** Completion of 21 credit hours; completion of 6 credit hours of Sport Administration courses or consent of instructor.

**Description:** Supervised practical work experience in an organization or business related to the student's academic field area of specialization or career interest.

For class offerings for a specific term, refer to the Schedule of Classes (<http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm>)

### SPAD 336. Digital Development & Technology in Sport 3 Units

**Term Typically Offered:** Fall, Spring

**Description:** This course will provide students with a basic introduction to the use of digital technology within the sport industry.

For class offerings for a specific term, refer to the Schedule of Classes (<http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm>)

### SPAD 342. Race and sport in the U.S. - D1, SB 3 Units

**Term Typically Offered:** Fall, Spring

**Description:** This course explores the history and contemporary role of race and racism in sporting spaces.

For class offerings for a specific term, refer to the Schedule of Classes (<http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm>)

### SPAD 345. Sport Communication 3 Units

**Term Typically Offered:** Fall, Spring

**Prerequisite(s):** Admission to the College of Education and Human Development or College of Business or officially accepted as a Sport Administration, Sport Media, or Name, Image and Likeness (NIL) minor.

**Description:** The purpose of this course is three-fold: 1) to introduce and explore various career opportunities within the field of sport communication; 2) 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; 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 353. Sport and Film 3 Units

**Term Typically Offered:** Occasionally Offered

**Description:** An examination and critical analysis of sport in film.

For class offerings for a specific term, refer to the Schedule of Classes (<http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm>)

### SPAD 360. Administration of Intramural Activities 3 Units

**Term Typically Offered:** Fall, Spring

**Description:** History, present status, objectives, units of competition, program of activities, rules and regulations, awards, and administrative problems related to administration of intramural activities.

For class offerings for a specific term, refer to the Schedule of Classes (<http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm>)

### SPAD 369. Directed Readings in Sport Administration 1-3 Units

**Prerequisite(s):** Consent of instructor.

**Description:** Supervised readings pertaining to a research topic in Sport Administration.

For class offerings for a specific term, refer to the Schedule of Classes (<http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm>)

**SPAD 383. Sport Marketing**
**3 Units**
**Term Typically Offered:** Fall, Spring

**Prerequisite(s):** Admission to the College of Education and Human Development or College of Business or officially accepted as a Sport Administration, Sport Media, or Name, Image, and Likeness (NIL) in Sport minor.

**Description:** The application of the principles of promotion and marketing to the sport and fitness industry including the areas of professional sports, corporate fitness, college/high school athletics, clubs and resorts, and more.

For class offerings for a specific term, refer to the Schedule of Classes (<http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm>)

**SPAD 390. Sport Governance**
**3 Units**
**Term Typically Offered:** Fall, Spring

**Prerequisite(s):** C- or better in SPAD 281; admission to the College of Education and Human Development or College of Business or officially accepted as a Sport Administration minor.

**Description:** The course is designed to provide knowledge and awareness of the rules and laws governing selected sports organizations and how various sport industry segments are inter-related.

For class offerings for a specific term, refer to the Schedule of Classes (<http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm>)

**SPAD 391. Sociology of Sport**
**3 Units**
**Term Typically Offered:** Fall, Spring

**Prerequisite(s):** 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 or Athletic Coaching minor.

**Description:** Examines race, gender, social class, and other factors as they affect sport in society.

**Note:** Cross-listed with SOC 420.

For class offerings for a specific term, refer to the Schedule of Classes (<http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm>)

**SPAD 395. Sport Sales and Fundraising**
**3 Units**
**Term Typically Offered:** Fall, Spring

**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 401. Career Development in Sport Administration**
**3 Units**
**Term Typically Offered:** Fall, Spring, Summer

**Prerequisite(s):** Completion of 45 hours, C- or better in SPAD 281 and C- or better in SPAD 284, or consent of instructor; admission to the College of Education and Human Development or College of Business or officially accepted as a Sport Administration minor.

**Description:** This course is designed to provide the student an orientation on the professional careers within the sport industry. The course is designed to prepare the student for an internship or full-time employment with a sport organization. This course will assist students to develop industry knowledge and professional development for a career in the sport industry. This will provide career counseling, supervised practicum and volunteer experiences and extended opportunity for students to develop their professional network.

For class offerings for a specific term, refer to the Schedule of Classes (<http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm>)

**SPAD 402. Internship in Sport Administration - CUE**
**3 Units**
**Term Typically Offered:** Fall, Spring, Summer

**Prerequisite(s):** SPAD 401; admission to the College of Education and Human Development or College of Business or officially accepted as a Sport Administration minor.

**Description:** An individually arranged course combining work experience with a related academic or creative project.

**Course Attribute(s):** CUE - This course fulfills the Culminating Undergraduate Experience (CUE) requirement for certain degree programs. CUE courses are advanced-level courses intended for majors with at least 90 earned credits/senior-level status., 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.

For class offerings for a specific term, refer to the Schedule of Classes (<http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm>)

**SPAD 404. Financial Principles in Sport**
**3 Units**
**Term Typically Offered:** Fall, Spring

**Prerequisite(s):** Completion of 45 hours, C- or better in SPAD 281 and C- or better in SPAD 284, or consent of instructor; admission to the College of Education and Human Development or College of Business or officially accepted as a Sport Administration or Name, Image, and Likeness (NIL) in Sport minor.

**Description:** Examines basic financial and managerial accounting concepts necessary to be financially literate in the business of sport. Analysis into the understanding of corporate annual reports in the sport industry will further equip the student with essential management tools while providing the student with an overview of the financial strengths and weaknesses of various sporting goods manufacturing companies. For class offerings for a specific term, refer to the Schedule of Classes (<http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm>)

<b>SPAD 405. Sport Facility Management</b> <b>Term Typically Offered:</b> Occasionally Offered <b>Prerequisite(s):</b> Completion of 45 hours, C- or better in SPAD 281 and C- or better in SPAD 284, or consent of instructor; admission to the College of Education and Human Development or College of Business or officially accepted as a Sport Administration minor. <b>Description:</b> 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 ( <a href="http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm">http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm</a> )	<b>3 Units</b>	<b>SPAD 489. Legal Aspects of Sport</b> <b>Term Typically Offered:</b> Fall, Spring <b>Prerequisite(s):</b> Completion of 45 hours, C- or better in SPAD 281 and C- or better in SPAD 284, or consent of instructor; admission to the College of Education and Human Development or College of Business or officially accepted as a Sport Administration minor. <b>Description:</b> The exploration of litigation has mandated that sport administrators be able to discern potential areas of liability. This course will inform those in sport administration, athletics, physical education, and recreation of legal duties and responsibilities, legal rights, liability prevention, alternatives to litigation and actions to pursue if involved in a suit. For class offerings for a specific term, refer to the Schedule of Classes ( <a href="http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm">http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm</a> )	<b>3 Units</b>
<b>SPAD 437. Data and Analytics in Sport</b> <b>Term Typically Offered:</b> Occasionally Offered <b>Prerequisite(s):</b> Completion of 45 hours, C- or better in SPAD 281 and C- or better in SPAD 284, or consent of instructor; admission to the College of Education and Human Development or College of Business or officially accepted as a Sport Administration minor. <b>Description:</b> An application of data and analytics in sport. For class offerings for a specific term, refer to the Schedule of Classes ( <a href="http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm">http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm</a> )	<b>3 Units</b>	<b>SPAD 490. Senior Seminar in Sport Business</b> <b>Term Typically Offered:</b> Fall, Spring <b>Prerequisite(s):</b> Completion of 45 hours, C- or better in SPAD 281 and C- or better in SPAD 284, or consent of instructor; admission to the College of Education and Human Development or College of Business or officially accepted as a Sport Administration minor. <b>Description:</b> The course focuses on careers in the sport industry through analysis of sport industry segments and critical examination of case studies. This senior-level course places focus on critical thinking and analytical discussion to prepare students to make decisions in the sport industry. For class offerings for a specific term, refer to the Schedule of Classes ( <a href="http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm">http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm</a> )	<b>3 Units</b>
<b>SPAD 480. Athletics in Higher Education</b> <b>Term Typically Offered:</b> Occasionally Offered <b>Prerequisite(s):</b> Completion of 45 hours, C- or better in SPAD 281 and C- or better in SPAD 284, or consent of instructor; admission to the College of Education and Human Development or College of Business or officially accepted as a Sport Administration minor. <b>Description:</b> 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 ( <a href="http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm">http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm</a> )	<b>3 Units</b>	<b>SPAD 502. NIL in College Athletics</b> <b>Term Typically Offered:</b> Fall, Spring <b>Prerequisite(s):</b> Junior Standing or consent of instructor. <b>Description:</b> We will explore the evolution of name, image, and likeness (NIL) rights for college athletes in the United States. You will learn about the various legal, marketing, branding, and ethical issues shaping the current NIL environment in college athletics. This course will place an emphasis on conversational dialogues related to NIL within college athletics and will allow students to reflect on these conversations through video discussions. The course will culminate with each student developing an NIL Marketing Strategy document. For class offerings for a specific term, refer to the Schedule of Classes ( <a href="http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm">http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm</a> )	<b>3 Units</b>
<b>SPAD 484. Strategic Management in Sport</b> <b>Term Typically Offered:</b> Fall, Spring <b>Prerequisite(s):</b> Completion of 45 hours, C- or better in SPAD 281 and C- or better in SPAD 284, or consent of instructor. <b>Description:</b> ; admission to the College of Education and Human Development or College of Business or officially accepted as a Sport Administration minor or Athletic Coaching minor. This course focuses on the group and organizational level of analysis of organizational behavior. Through the group level analysis, students will learn about others, group dynamics, communication, and conflict resolution. Then through the organizational level of analysis, students will learn about organizational structure, organizational decision making, and strategic planning. For class offerings for a specific term, refer to the Schedule of Classes ( <a href="http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm">http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm</a> )	<b>3 Units</b>	<b>SPAD 509. International Sport</b> <b>Term Typically Offered:</b> Spring Only <b>Prerequisite(s):</b> Junior standing or consent of instructor. <b>Description:</b> This course is designed to examine sport from an international perspective, identifying differences in governance structures, business practices, and social issues affecting sport managers working in the global sport marketplace. For class offerings for a specific term, refer to the Schedule of Classes ( <a href="http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm">http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm</a> )	<b>3 Units</b>

<b>SPAD 510. Entrepreneurship in Sport Business</b> 3 Units <b>Term Typically Offered:</b> Occasionally Offered <b>Prerequisite(s):</b> Junior Standing or consent of instructor. <b>Description:</b> 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 ( <a href="http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm">http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm</a> )	<b>SPAD 536. Sport Administration in Nonprofit Organizations</b> 3 Units <b>Term Typically Offered:</b> Occasionally Offered <b>Prerequisite(s):</b> Junior standing or consent of instructor. <b>Description:</b> 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 ( <a href="http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm">http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm</a> )
<b>SPAD 521. Independent Study in Sport Administration</b> 1-3 Units <b>Term Typically Offered:</b> Occasionally Offered <b>Prerequisite(s):</b> Consent of instructor. <b>Description:</b> Independent examination of selected topic(s) in Sport Administration. For class offerings for a specific term, refer to the Schedule of Classes ( <a href="http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm">http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm</a> )	<b>SPAD 561. Special Topics in Sport Administration</b> 3 Units <b>Term Typically Offered:</b> Occasionally Offered <b>Prerequisite(s):</b> Junior standing or consent of instructor. <b>Description:</b> 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 ( <a href="http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm">http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm</a> )
<b>SPAD 524. Management of Professional Baseball</b> 3 Units <b>Term Typically Offered:</b> Occasionally Offered <b>Prerequisite(s):</b> Junior standing or consent of instructor. <b>Description:</b> 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 ( <a href="http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm">http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm</a> )	<b>SPAD 571. Sport for Development and Peace</b> 3 Units <b>Term Typically Offered:</b> Occasionally Offered <b>Prerequisite(s):</b> Junior standing or consent of instructor. <b>Description:</b> 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 ( <a href="http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm">http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm</a> )
<b>SPAD 525. Sport Event Planning and Management</b> 3 Units <b>Term Typically Offered:</b> Spring Only <b>Prerequisite(s):</b> Junior standing or consent of instructor. <b>Description:</b> 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 ( <a href="http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm">http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm</a> )	
<b>SPAD 529. Women and Sport</b> 3 Units <b>Term Typically Offered:</b> Occasionally Offered <b>Prerequisite(s):</b> Junior standing or consent of instructor. <b>Description:</b> 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 ( <a href="http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm">http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm</a> )	
<b>SPAD 530. Sport Sales and Fundraising</b> 3 Units <b>Prerequisite(s):</b> 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. <b>Description:</b> 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 ( <a href="http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm">http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm</a> )	