

SPORT, EVENT, AND TOURISM MANAGEMENT (SET)

Sport, Event, and Tourism Management (SET) Courses

SET 3233. Sport Management. (3-0) 3 Credit Hours.

Focuses on allocating resources and managing sport and recreation operations. Students will receive an in-depth look at the human resources function as it pertains to sport organizations, including recruitment, selection, compensation, hiring/firing, employee training and motivation, compliance with state and federal regulations, risk management, and community relations. Generally offered: Fall. Differential Tuition: \$126. Course fee: DL01 \$75.

SET 3283. Sport and Event Media Relations. (3-0) 3 Credit Hours.

Examines the media relations function in sport organizations with a special emphasis on the relationships between journalists and sport organizations, and the role of information specialists. Media relations responsibilities include organizing and managing game/event coverage, promoting events, and developing publicity campaigns. Differential Tuition: \$126. Course fee: DL01 \$75.

SET 3313. Sport Tourism and Events. (3-0) 3 Credit Hours.

Comprehensive study of the sport travel and tourism industry. The industry includes both participatory sport tourism (e.g., skiing, golf, and adventure trips) and event-based sport tourism (e.g., the Olympics, professional and amateur sports, and World Cup soccer). Covers all aspects of sport tourism including economics, finance, and marketing. Differential Tuition: \$126.

SET 3343. Event Marketing Management. (3-0) 3 Credit Hours.

Events are a powerful way to connect with customers, vendors, and the community. Students will learn how to maximize an event marketing strategy from the attendees' and the organizers' perspectives. Establish an event planning process through strategy, development, negotiations, budgeting, marketing, and implementation. Students will explore methods for optimal event management from corporate meetings, festivals, fairs, expos, recreation, sports, fundraisers, and associations. Generally offered: Spring. Differential Tuition: \$126.

SET 3353. Destination Marketing Management. (3-0) 3 Credit Hours.

Prerequisite: A minimum of 60 semester credit hours. Learn the processes that inform, educate, and attract potential visitors and investors worldwide. Understand the issues and strategies that shape building the brand of a world-class destination. Students will explore all aspects of marketing and managing experiential tourism, hospitality, theme parks, museums, national parks, and heritage sites. Understand the potential economic, socio-cultural, and environmental implications of increased tourism. Generally offered: Fall, Spring, Differential Tuition: \$126.

SET 3543. Sports Economics. (3-0) 3 Credit Hours.

Prerequisite: ECO 2023. This course provides an application of economic theories and principles to the area of sport management. The focus of the course is on the business of professional sports, including competitive balance, player salaries, and the financing of sport facilities. In addition, the course will cover economic issues related to collegiate athletics. (Formerly titled "Economics of Tourism and Leisure.") Differential Tuition: \$126.

SET 4233. Sport Facility and Event Management. (3-0) 3 Credit Hours.

Prerequisite: SET 3233. Overview of managing a facility used for sports, conventions, and entertainment events. Topics may include conducting feasibility studies, market research, facility design and layout, event bidding, quality assurance, risk management, and event staffing. (Credit cannot be earned for both SET 4233 and FM 4233.) Generally offered: Spring. Differential Tuition: \$126.

SET 4811. Special Topics in Sport, Event and Tourism Management. (1-0) 1 Credit Hour.

Analysis and discussion of events, issues, and trends affecting management and marketing in the sport, event or tourism industries. May be repeated for credit when topics vary. Differential Tuition: \$42.

SET 4813. Special Topics in Sport, Event and Tourism Management. (3-0) 3 Credit Hours.

Analysis and discussion of events, issues, and trends affecting management and marketing in the sport, event or tourism industries. May be repeated for credit when topics vary. Generally offered: Fall. Differential Tuition: \$126. Course fee: DL01 \$75.

SET 4921. Independent Study in Sport, Event and Tourism Management. (0-0) 1 Credit Hour.

Prerequisites: Student must have a 3.0 Carlos Alvarez College of Business grade point average and permission in writing from the Tourism instructor, the Department Chair, and the Dean of the Carlos Alvarez College of Business (see the Carlos Alvarez College of Business Undergraduate Advising Center for required forms). The course may require independent research, reading, planning, discussion, and/or writing under the direction of a sponsoring faculty instructor. May be repeated for credit, but not more than 6 semester credit hours of independent study, regardless of discipline, will apply to a Bachelor of Business Administration degree. Differential Tuition: \$42.

SET 4923. Independent Study in Sport, Event and Tourism Management. (0-0) 3 Credit Hours.

Prerequisites: Student must have a 3.0 Carlos Alvarez College of Business grade point average and permission in writing from the Tourism instructor, the Department Chair, and the Dean of the Carlos Alvarez College of Business (see the Carlos Alvarez College of Business Undergraduate Advising Center for required forms). The course may require independent research, reading, planning, discussion, and/or writing under the direction of a sponsoring faculty instructor. May be repeated for credit, but not more than 6 semester credit hours of independent study, regardless of discipline, will apply to a Bachelor of Business Administration degree. Differential Tuition: \$126.

SET 4941. Internship in Sport, Event and Tourism Management. (0-0) 1 Credit Hour.

Prerequisites: MGT 3003 and MKT 3013 with a grade of "C-" or better, and approval in writing from the sponsoring Tourism instructor, the Department Chair, and the Dean of the Carlos Alvarez College of Business. The course is designed for students seeking supervised full- or part-time work experience in the sport, event or tourism industries. A written report is required. Opportunities and output requirements are developed in consultation with a faculty advisor and the Department Chair, and require the approval of both. May be repeated for credit, but not more than 6 semester credit hours of Internship in Tourism will apply to a Bachelor in Business Administration degree. Differential Tuition: \$42.

**SET 4943. Internship in Sport, Event and Tourism Management. (0-0) 3
Credit Hours.**

Prerequisites: MGT 3003 and MKT 3013 with a grade of "C-" or better, and approval in writing from the sponsoring Tourism instructor, the Department Chair, and the Dean of the Carlos Alvarez College of Business. The course is designed for students seeking supervised full or part-time work experience in the sport, event or tourism industries. A written report is required. Opportunities and output requirements are developed in consultation with a faculty advisor and the Department Chair and require approval of both. Internship may be repeated for credit, but not more than 6 semester credit hours of Internship in Tourism will apply to a Bachelor in Business Administration degree. Generally offered: Fall, Spring, Summer. Differential Tuition: \$126.