

## **COURSE DESCRIPTIONS**

### **BBA Degree in Sport, Event and Tourism Management**

#### **SET 2123 - Survey of Tourism**

This course is a review of the historical development and organizational structure in the tourism industry. Emphasis is placed on the inter-relationships between tourist, resident, business, and government.

#### **SET 4543 - Destination Marketing**

This course emphasizes a strategic approach to marketing for tourism destinations: communities, regions, attractions, and resorts. Focus is on the optimal planning, development, and positioning in the context of the overall marketing plan. Includes consideration of environmental and resource requirements, as well as tourism's social and cultural ramifications.

#### **BLW 4153 - Tourism Law**

An investigation of the legal aspects of the accommodation, attraction, destination management organization, restaurant, and transportation industries.

#### **SET 3043 - Attractions Management**

This course explores all aspects of managing visitor attractions such as amusement parks, theme parks, museums, national parks, and heritage sites.

#### **SET - 3233 Sport Management**

This course 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.

#### **SET 3283 - Sport and Event Media Relations**

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.

#### **SET 3313 - Sport Tourism and Events**

The course offers a 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). The course covers all aspects of sport tourism including economics, finance, and marketing.

#### **SET 3333 - Event Management**

This course presents the event planning process from the inception of an event idea through the development stage, planning, and implementation. The model presented in this class pertains to all types of events including meetings, festivals, fairs, expos, recreation and sport events, fundraisers, etc. with a particular focus on project planning, budgeting, and marketing the event.

#### **SET 3413 - Resort and Club Management**

The management, marketing, and operations of resort and private club properties including hotel resorts, timeshares, casinos, private country clubs, golf and tennis clubs, fitness clubs, and entertainment facilities. Students will get an overview of all aspects of the business and gain an understanding of the differences between profit and nonprofit organizations.

### **SET 3543 - Economics of Tourism and Leisure**

This course provides an application of economic theories and principles to the areas of tourism, sport, and recreation. Some of the main topics include supply and demand, market structure, competition, and the impacts on the economy, society, and the environment.

### **SET 4233 - Sport and Event Facility Management**

This course provides an overview of managing a facility used for sports, conventions, and entertainment events. Some of the topics are conducting feasibility studies, market research, facility design and layout, event bidding, quality assurance, risk management, and event staffing.

### **MKT (SET) 3063 - Personal Selling**

Focuses on professional salesmanship. Fundamentals of persuasive interpersonal communication and buyer motivation are stressed as the foundation to effective selling.

### **MKT (SET) 4953 - Sports Marketing**

This course provides an examination of the marketing mix as it applies to sport organizations. In particular, students learn the theories and principles associated with consumer behavior, market segmentation, and marketing planning for sport organizations.

## **Other COB Courses accepted as Upper-Level Major Electives**

### **MS 4333 - Project Management**

Practical examination of how projects are managed from start to finish. Emphasis on planning and control to avoid common pitfalls and managing risk. Planning includes defining objectives, identifying activities, establishing precedence relationships, making time estimates, determining project completion times, and determining resource requirements. CPM/PERT networks are established, and computer software (Microsoft Project, WINQSB, and Excel) is used to monitor and control the project.

### **MS 4353 - Service Operations Management**

This course is designed to provide an in-depth examination of operations management practices in service-oriented environments. Subjects embrace materials from operations management, logistics, marketing, economics, and management in a broad spectrum of service businesses. The course looks at strategic concepts in modern service management and presents analytical tools for business decision making. Topics include, but are not limited to, service quality, process design, waiting line models, inventory management in services, demand forecasting, workshift scheduling, overbooking, service supply chain management, and internet services.