

# SPORT AND ENTERTAINMENT MANAGEMENT

Department Website ([http://sc.edu/study/colleges\\_schools/hrsm/study/areasofstudy/spte/](http://sc.edu/study/colleges_schools/hrsm/study/areasofstudy/spte/))

Matthew T. Brown, *Chair*

## Degrees Offered

### Master of Sport and Entertainment Management

The Department of Sport and Entertainment Management offers a Master of Sport and Entertainment Management focused on sport, entertainment, and venue management. Graduates enter the sport and entertainment industry with practical knowledge, professional preparation, and a strong alumni network.

### Doctor of Philosophy in Sport and Entertainment Management

The Department of Sport and Entertainment Management offers a Doctor of Philosophy in Sport and Entertainment management focused on sport, entertainment, and venue management. Graduates will be prepared to conduct both theoretical and applied research within the broadening domain of sport and entertainment. In addition, graduates will be equipped with the skills to be effective teachers and mentors to students, as well as to be valuable resources for industry professionals.

## Admission Requirements

### Master of Sport and Entertainment Management

Admission requirements conform to the general regulations of The Graduate School and regional and national accreditation standards. The Graduate School uses an online application process and there is a \$50 fee to apply. Applicants must also submit a current resume, statement of career objectives, at least two letters of recommendation (with at least one being from a current or former professor who can comment on the applicant's ability to succeed in graduate studies), one official transcript from each college or university attended, and official Graduate Management Admission Test (GMAT) or Graduate Record Exam (GRE) scores. See the Department of Sport and Entertainment Management's website, <http://www.sportandentertainment.org>, for specific instructions on how to apply and for application deadlines.

Undergraduate preparation, grade point average, GMAT or GRE score, applicant's statement of career objectives, letters of recommendation, work experience, extracurricular activities, and TOEFL scores for international students will be used in admissions decisions. International applicants whose native language is not English are required to submit a satisfactory score on the TOEFL or the IELTS Intl. Academic Course Type 2 exam. The minimum acceptable score on the TOEFL is 80 (internet-based) while the minimum acceptable overall band score on the IELTS Intl. Academic Course Type 2 exam is 6.5. Successful applicants generally score at least 300 (verbal and quantitative combined) on the GRE Revised General Test or an equivalent score (verbal and quantitative combined) on the GMAT. For those who took the GRE General Test prior to August 1, 2011, successful applicants generally score at least 1000 (verbal and quantitative combined). These scores, however, do not guarantee admission. Successful applicants also generally earn at least a 3.00 undergraduate grade point average on a 4.00 scale. Consideration

will be given to the student's entire application, when making admissions decisions.

Students who transfer into the degree program will be allowed up to 9 semester hours of degree-applicable transfer credit. The graduate director must approve the credits.

For students without undergraduate degrees in sport management, entertainment management, business administration or a related discipline, prerequisite courses in the areas of sport and entertainment finance, sport and entertainment marketing, and sport and entertainment accounting must be taken. These courses are offered during the Summer II term at the University of South Carolina and must be successfully completed prior to a student's beginning the program in the Fall.

### Doctor of Philosophy in Sport and Entertainment Management

Admission requirements conform to the general regulations of The Graduate School and regional and national accreditation standards. Admission to the Ph.D. program is voted on individually by the department's graduate faculty after considering several factors. These factors include the applicant's academic record (especially work done at a Master's level), promise of the ability to pursue adequately advanced study and research, performance of the Graduate Record Exam (GRE) or Graduate Management Admissions Test (GMAT), sufficient preparation to enter graduate study, professional experience, willingness of departmental faculty to work with the student, letters of recommendation, the applicant's statement of career objectives, and a personal and/or phone interview. Students must have a departmental faculty member who is willing to serve as their dissertation committee chair prior to admission. Therefore, some qualified students may not be admitted if a faculty member does not agree to be chair.

Graduate students are admitted through a cooperative effort between The Graduate School of the University of South Carolina and the Department of Sport and Entertainment Management. The Graduate School uses an online application process and there is a \$50 fee to apply.

The following supporting material is required with the application:

1. A current resume.
2. Statement of Career Objectives. This is a statement that specifically addresses how the department's PhD program will help the applicant achieve these objectives.
3. At least two letters of recommendation. At least one of these letters must be from a current or former professor who can comment on the applicant's ability to succeed in graduate studies.
4. One official transcript from each college or university attended (undergraduate and graduate). Successful applicants generally have a master's GPA of 3.25 or above (on a 4.0 scale). Such a GPA, however, does not guarantee admission.
5. Official Graduate Management Admission Test (GMAT) or Graduate Record Exam (GRE) scores. Successful applicants generally score at least 300 (verbal and quantitative combined) on the GRE Revised General Test or an equivalent score (verbal and quantitative combined) on the GMAT. For those who took the GRE General Test prior to August 1, 2011, successful applicants generally score at least 1000 (verbal and quantitative combined). These scores, however, do not guarantee admission. GMAT/GRE scores more than five years old will not be accepted under any circumstances.
6. Applicants whose native language is not English must submit TOEFL or IELTS scores. International applicants who have received a degree

from a college or university in the United States are not required to submit a TOEFL or IELTS. The minimum acceptable score on the TOEFL is 80 (internet-based) while the minimum acceptable overall band score on the IELTS Inti. Academic Course Type 2 exam is 6.5.

## Programs

- Sport and Entertainment Management, M.S.E.M. (<https://academicbulletins.sc.edu/graduate/hospitality-retail-sport-management/sport-entertainment-management/sport-entertainment-management-msem/>)
- Sport and Entertainment Management, Ph.D. (<https://academicbulletins.sc.edu/graduate/hospitality-retail-sport-management/sport-entertainment-management/sport-entertainment-management-phd/>)

## Courses

### HRSM 700 - Quantitative Methods in HRSM (3 Credits)

This course introduces the basic knowledge of quantitative concepts, principles, and methods necessary for scientific investigation of research problems related to hospitality, retail, and sport management

**Corequisite:** C or better in HRSM 788.

### HRSM 787 - Global Seminar in Hospitality, Retail, Sport & Technology Management (3 Credits)

This is an interdisciplinary learning experience where students apply major specific constructs and current trends in hospitality, retail, sport and technology management in a study abroad context. Students will visit destinations and venues where they will interact with on site management. This course is for HRSM graduate students only and requires permission of the departmental graduate director. This course may be repeated twice for credit.

### HRSM 788 - Business Research and Analytics in Hospitality, Retail and Sports Management (3 Credits)

The course is structured to help students apply business research methods in the field of hospitality/tourism, retail, and sport management. This course will provide the student with an understanding of the process and the tools to support business problem identification, research design, information/data collection, data analytics, result visualization, and managerial decision-making of business cases.

### HRSM 795 - Field Project in Hospitality, Retail, and Sport Management (6 Credits)

Work experience and participation in management decision-making in a hospitality/tourism, retail, or sport/entertainment business environment. Positions assigned on an individual basis with emphasis on oral and written communication skills, planning, and problem solving.

### HRSM 888 - Research Design in Hospitality, Retail, and Sport Management (3 Credits)

The principles of research design, focusing on the application of these principles as they apply to sport and entertainment, hospitality, and/or tourism management.

### SPTE 501 - Trends and Issues in Sport and Entertainment Management (3 Credits)

Trends and Issues in Sport and Entertainment Management.

### SPTE 545 - Managing Part-Time Employees and Volunteers (3 Credits)

Recruiting, hiring, training, and retaining part-time employees and volunteers in sport and entertainment.

### SPTE 550 - The Business of Esports (3 Credits)

This course is designed to provide students with an overview of the business of esports. It will focus on the history of video games from creation to the present and will also cover the various business elements of the modern, competitive esports environment.

### SPTE 560 - Performing Arts Management and Leadership (3 Credits)

The study of performing arts management as it relates to nonprofits and organizational structure.

**Prerequisites:** C or better in SPTE 202 and SPTE 380.

**Graduation with Leadership Distinction:** GLD: Professional and Civic Engagement Leadership Experiences

### SPTE 565 - Business of Broadway (3 Credits)

The study of the management of Broadway productions from script to play, including the creative process, business ventures, production houses, and investor relations.

**Prerequisites:** SPTE 202 and SPTE 380; C or higher for SPTE majors.

### SPTE 570 - Special Topics in Global Sport (3 Credits)

This course examines a variety of global sport and entertainment management issues. The emphasis will be on an understanding of the concepts related to the sport and entertainment management in an international setting. Content varies by title. May be repeated once.

**Graduation with Leadership Distinction:** GLD: Professional and Civic Engagement Leadership Experiences

### SPTE 580 - Business Principles in Sport Management. (3 Credits)

Business principles in the management of public and private sector sport programs.

### SPTE 585 - Sports Economics (3 Credits)

This course focuses on issues relevant to sport, entertainment, and related industries. The goal of the class will be for students to understand both basic and complex concepts within economics in a sport and entertainment context, in order to grasp the importance of economic decision-making.

### SPTE 590 - Special Topics in Live Entertainment and Sport (3 Credits)

Investigation of Special topics pertinent to the sport and entertainment management industry. Content varies by title. May be repeated twice.

### SPTE 635 - Sport and Entertainment Event Development (3 Credits)

Business concepts needed to develop sport and entertainment special events.

### SPTE 640 - Venue Management: Principles and Practices (3 Credits)

Managing public assembly facilities and venues.

**Prerequisites:** SPTE 203 or equivalent.

### SPTE 650 - Integrated Marketing Communication in Sport and Entertainment (3 Credits)

Use of integrated marketing communication concepts, theories, and strategies in sport and entertainment.

**Prerequisites:** MKTG 350.

### SPTE 655 - Social Media in Live Entertainment and Sport (3 Credits)

In-depth investigation of social networks, digital platforms, and online marketing for the live entertainment and sport industries.

### SPTE 701 - Management in the Sport and Entertainment Industry (3 Credits)

Management principles in the sport and entertainment industry.

**SPTE 720 - Advanced Live Entertainment Management (3 Credits)**

The advanced study of underlying themes in entertainment management and its application to music, family shows, and other live entertainment business venues.

**SPTE 730 - Advanced Sport and the Law (3 Credits)**

Advanced knowledge of the legal issues that frequently arise in the context of sport will be covered. The focus of the course is law as it applies to sport as well as how the law affects participants, spectators, sport organizations, and facility managers, among others.

**SPTE 736 - Sport and Entertainment Event Entrepreneurship (3 Credits)**

Process of new venture creation with respect to sport and entertainment events.

**SPTE 746 - Risk and Security Management in Public Assembly Facilities (3 Credits)**

The risks and security issues associated with managing public assembly facilities.

**SPTE 750 - Strategic Planning and Policy Development in Sport and Entertainment Management (3 Credits)**

Policy development and implementation in the sport and entertainment industry.

**SPTE 760 - Principles of Sport and Entertainment Marketing (3 Credits)**

This course is designed to provide a foundation in the principles of sport and entertainment marketing.

**Prerequisites:** Undergraduate marketing class or equivalent.

**SPTE 765 - Advances Sales in Sport and Entertainment Management (3 Credits)**

Comparative approaches of revenue generation and sales processes/strategies used by sport and entertainment organizations.

**Prerequisites:** Completion of an introductory marketing course and/or relevant industry marketing experience.

**SPTE 770 - Public Assembly Facility Management Programming and Sales (3 Credits)**

Concepts, knowledge, and sales skills involved in programming public assembly facilities.

**SPTE 775 - Event Programming and Production (3 Credits)**

This course will examine the critical functions of booking and scheduling a public assembly facility and the production of events in such a venue.

**Prerequisites:** SPTE 640.

**SPTE 780 - Public Assembly Facility Operations and Procedures (3 Credits)**

Concepts, knowledge, and operational procedures associated with managing public assembly facilities.

**SPTE 781 - Seminar on the Olympic Games (3 Credits)**

Examination of the Olympic Games, a mega sport and tourism event and its impact on the sport, entertainment, hospitality and tourism sectors.

**Cross-listed course:** HRTM 781

**SPTE 790 - Sport and Entertainment Finance (3 Credits)**

This course examines financial information necessary to perform the usual duties and responsibilities associated with sport facilities, programs and organizations.

**SPTE 798 - Directed Study in Sport and Entertainment Management (3 Credits)**

Independent study for advanced students under faculty supervision. May be taken twice for degree credit.

**SPTE 799 - Thesis Preparation (1-6 Credits)**

Thesis preparation in sport and entertainment management.

**SPTE 801 - Seminar in SPTE Management (3 Credits)**

Acquaints sport management PhD students with advanced principles and applications of the sport and entertainment management discipline. This course will expose the doctoral student to research examining organization, leadership, and strategic management in the sport and entertainment industry and appropriate sub-industries.

**SPTE 810 - Seminar in SPTE Education (3 Credits)**

Provides Sport and Entertainment Management graduate students with insights that foster professional growth and development as a college instructor. This course examines the scholarship of teaching SPTE and developing optimal classroom environments and identification and guided reflective analysis of critical issues in SPTE education.

**SPTE 830 - Seminar SPTE Law & Risk Management (3 Credits)**

Acquaints students with advanced theory and application of law and risk management in sport and entertainment management through the review of scholarship about professional and amateur sport, laws impacting the entertainment industry, and risk management issues within sport and entertainment facilities.

**SPTE 860 - Seminar in SPTE Marketing (3 Credits)**

Acquaints sport management PhD students with advanced principles and application of the sport and entertainment marketing discipline. The course will take an in-depth look at how amateur/professional sport, and emerging sport business enterprises and trends affect the practice of sport and entertainment marketing. This course is designed for students to study sport and entertainment marketing theories and practical applications and principles by specifically learning about marketing information systems, pricing strategies, media relations, promotional methods and endorsements.

**SPTE 880 - Sport and Society (3 Credits)**

When sport is discussed, how we talk about them, and the possible viewpoints are all given beforehand by deeply entrenched social institutions. The objective of this course is to identify how these institutions are constructed, and how sport is an activity that embodies social relations.

**SPTE 889 - Qualitative Inquiry in Sport and Entertainment Management (3 Credits)**

Through presentation of scholarly readings and immersion into one's own in-depth research project, this course explores a variety of qualitative research approaches, taking into account issues of epistemology, methodology, and representation. It is designed to help students develop an understanding of qualitative research methods and designs.

**SPTE 890 - Seminar in SPTE Finance (3 Credits)**

This course covers advanced principles and applications of sport and entertainment finance. The course takes an in-depth look at the theory, concepts, and frameworks of sport and entertainment finance research. The focus will be on the optimum financial policies and decisions of nonfinancial firms in the sport and entertainment industry.

**SPTE 899 - Dissertation Preparation (1-12 Credits)**

Assists students through the proposal and dissertation writing process.