

KIN 180: INTRODUCTION TO SPORT MANAGEMENT

Citrus College Course Outline of Record

Heading	Value
Effective Term:	Fall 2023
Credits:	3
Total Contact Hours:	54
Lecture Hours :	54
Lab Hours:	0
Hours Arranged:	0
Outside of Class Hours:	108
Total Student Learning Hours:	162
Strongly Recommended:	ENGL 101.
Transferable to CSU:	Yes
Transferable to UC:	No
Grading Method:	Standard Letter

Catalog Course Description

This course will introduce organization and management of sport programs and events. Management and marketing principles will be applied to sport programs, including legal and ethical principles, budgeting, fundraising, and event management for recreational, amateur, and professional industries. 54 lecture hours.

Course Objectives

- Demonstrate organizational and management skills when applied to sport programs and events.
- Apply marketing principles to the management of sport programs and events.
- Manage financial aspects of sport programs and events such as budgeting, fundraising, and sponsorship.
- Analyze legal and ethical practices applied to sport programs and event management including Title IX considerations.

Major Course Content

1. History of sports management
2. Management principles
3. Marketing
4. Budgeting
5. Legal considerations
6. Ethical considerations
7. Facility management
8. Event management
9. Media Relations
10. Sports industry
11. Sports career opportunities

Suggested Reading Other Than Required Textbook

Instructor developed handouts

Examples of Required Writing Assignments

Research and present Title IX considerations at an athletic facility.

Examples of Outside Assignments

Develop a management plan for an athletic event, including scheduling, facility management, finances, officials, transportation, and game day management.

Instruction Type(s)

Lecture, Online Education Lecture