



# THE STUDENT SPORT SUMMIT

Sport-Related Undergraduate Course Listing



MARQUETTE  
UNIVERSITY

**BE THE DIFFERENCE.**



## Please note:

- This listing may be incomplete at time of publication and does not guarantee course offerings.
- All students are encouraged to review academic requirements and options with an academic advisor before enrollment in any course.
- Course descriptions in this listing do not include pre-requisite information.
- Full information can be found in the online [Bulletin](#).

### **ADPR 3200: Strategic Communication Design**

An applied course that teaches the fundamentals of cross-platform designs for strategic communication tactics, including print, digital, interactive, mobile and web-based media. Students learn basic design concepts and expand foundational technology skills to support public relations and marketing communication functions.

### **ADPR 4000: Sports Promotion**

Examines how sport organizations attract fan attention and, ultimately, generate revenue by applying strategies and tactics related to public relations, advertising, marketing and sponsorship. Topics include sport promotion techniques, media relations, new technology, special event planning, ethics of the field, professionalism and career opportunities. Students learn about the practitioner's responsibilities to society, client/organization, fans, media and other practitioners.

### **COMM 2700: Sports, Media, and Culture**

Overview of how sports and media reflect and drive social and cultural change. Students critically analyze the intersection of sports and politics; sports and economics; sports and religion; sports, civic pride and national identity; and sports and LGBT, race and gender issues. Students focus on ethical and social responsibility roles of various entities in sports media.

### **COMM 4953: Seminar in Communication: Gender & Sports**

Special topics of seminar to be announced in the Schedule of Classes. Variable topics.

### **COMM 4971: Diederich Learning Lab: Multi-Camera live Sports Broadcasting**

Diederich Learning Labs are professional workshops on variable topics taught by industry leaders. Topics will be announced in the Schedule of Classes.



## DGMD 3300 Sports Production

Designed specifically for the ever-changing live sports media world. Students explore the various aspects of sports television. Students explore various production roles, including motion media graphics and game-related social media content.

## EXPH 3600: Theoretical Elective in Exercise Physiology: Contemporary Issues in Sports and Exercise

Selected theoretical lecture, lab, discussion and community engaged courses. Not a part of the regular course work taught because of a special need, interest or opportunity.

## EXPH 3680: Psychological Aspects of Sports and Exercise

Designed to present the basic psychological aspects of sport, exercise and rehabilitation. Students demonstrate their knowledge of sport and exercise psychology through a variety of activities emphasizing real-life application in an effort to enhance evidence-based practice in areas including: psychological influences on individual performance including motivation, arousal, stress and anxiety; situational influences on performance including feedback, reinforcement and punishment; group dynamics affecting performance (e.g., cohesion, leadership and communication); performance enhancement through Psychological Skills Training (PST).

## EDUC 1600: Principles, Problems and Psychology of Coaching

Educational implications of sports. Rules, organization, equipment and ethics. Individual/social psychological attributes of athletes/coaches/ programs. Use of psychology by coaches.

## EDUC 1800: Theory and Practice in Coaching Team Sports

Principles and problems of coaching team sports. All major team sports are reviewed.

## **ECON 4005: Sports Economics**

Application of relevant statistical tools and economic models to the economics of sports. One major aspect applies those tools and models to investigate the behavior of athletes and coaches. A second major aspect deals with business aspects of sports, including topics such as the organization of sports franchises and leagues, the public financing of stadiums, and labor issues including compensation and discrimination.

## **MANA 3020: Introduction to Sport**

Examines leadership and management functions within various levels of sport organizations. Among other elements, examines leadership theory; organization types; governance; revenue streams; operational management; decision-making; and constituent relations. Students gain an understanding of sport as a business and its role within society. Includes readings, case studies, research and discussions.

## **MANA 4100: Ethics in Sport Leadership**

Examines ethics in sports from the perspective of the individual, athletic administrator and sport industry as a whole. Issues addressed include sport as tool for peacemaking; competition and fair play; cheating; social aspects of sport; and other trending topics. Learn to examine and reflect upon multiple sides of ethical dilemmas and build capabilities for ethical decision making.

## **MARK 4005: Sports and Entertainment Marketing**

Applies marketing principles to and examines marketing-related issues within a range of organizations and activities from the sports and entertainment industries. Begins with a review of core marketing concepts and the history of entertainment and sports marketing and then explores various related fields with the goal of understanding how each leverages marketing tools to maximize revenues and the customer experience.

## **SOCI 2480: Sport and Society**

The symbiotic relationship between sport and society. Topics include the connections between sports and social mobility, sports and race, sports and gender, and sports and community identification. Shows how sports are a pervasive feature of everyday urban life.