Special Studies

See chapter on Academic Policies and Procedures for provisions on special studies courses: 10T Special Studies (1-5), 20T Special Studies (1-5), 30T Special Studies (1-5), 40T Special Studies (1-5), 60T Special Studies (1-5).

Note: Enrollment in special studies courses may be authorized under extreme circumstances and only with the expressed written approval of the instructor and the dean or chairperson of the college or department in which the credit is earned. A special studies course may be taken only when it is clearly a necessity.

Speech (SPE)

100 Voice and Diction (4)
A study of voice production, articulation, vocal expressiveness and an introduction to phonetics. (*fall semester)

200 Oral Communication (4)
Develops and improves skills in speech composition and delivery by exposure to various speech types and situations. Concentrates on poise in group speaking situations. (*fall and spring semesters)

205 Oral Interpretation of Literature (4) (A)
Develops interpretive skills, vocal range and flexibility, understanding of language, and expressiveness of voice and body in the interpretation of literary forms. (*spring semester)

208 Speech for Business and the Professions (4)
Offers practice in briefings, interviews, problem-solving conferences and communication management. Covers techniques for speaking situations commonly encountered in business and the professions. (*fall and spring semesters)

300 Storytelling: Voice, Script and Movement (4) (W) (A)
This course includes practical application of ideas toward writing and performance of personal stories.

303 Seminar in Public Performance (4) (A)
A project-oriented course that provides guided study in areas such as oral interpretation, readers’ theater, public speaking and acting. (*as needed). Cross-listed with THR 303.

Sport Management (SPM)

290 Introduction to Sport Management (3)
This course will introduce the NASPE/NASSM academic content standards for sport management and discuss career paths in the sport industry. In addition, students will develop networking skills and partake in an experiential learning exercise. (*fall and spring semesters)

385 Media Relations and Communication in Sport (3)
Prerequisite: SPM 290. This course will provide a framework for understanding the connection between the informational and commercial sides of sport information management. Emphasis will be placed on allowing future sport managers the opportunity to acquire and refine effective ways of communicating, both internally and externally, with all their constituencies.

390 Financial Issues in Sport (3)
Prerequisites: Prerequisites: SPM 290, ACC 202 and ECO 204. An in-depth study of the administrative and financial policies, standards and procedures involved in the sport management profession and related fields. (*fall semester)
393 Stadium and Arena Management (3)
    Prerequisites: SPM 290, ACC 202, and ECO 204. Covers the various aspects and functions of managing a stadium and/or arena. Covers the basic considerations in planning these facilities and how proper planning facilitate their management. (*fall and spring semesters)

395 Sport Marketing/Fund Raising (3)
    Prerequisites: SPM 290, ACC 202, and ECO 204. Studies marketing, fund-raising and promotion techniques as they apply to the sports business. (*spring semester)

397 Legal Issues and Risk Management in Sport (3)
    Prerequisite: SPM 290 or athletic training major. This course is designed as an overview of the legal issues most often encountered in sport. The course emphasizes tort, contract, and select areas of constitutional, statutory, labor and commercial law. Students become aware of the rights of participants, athletes, coaches, managers, teachers, referees, and others engaged in amateur and professional sport. (*fall and spring semesters)

412 Principles of Administration for Sport and Physical Education (3) (W)
    Cross-listed with ESC 412. Prerequisite: SPM 290. Studies the procedures for organizing and managing physical education, fitness and sports programs, and analyzes the administrative concepts. (*fall and spring semesters)

425 Professional Selling in Sport (3)
    Prerequisites: SPM 290 and 395. This course focuses on promotion and sales of sport. Quite often, selling is a student’s initial entryway into the sport business. This course will examine the relationship between right’s holders and sponsors of sport teams and events. It will also examine how events sell tickets and the technology associated with ticketing. Presentation skills, prospecting and closing will be addressed. This course will utilize guest speakers from Tampa sport industry and will culminate with the class being a part of selling tickets/sponsorship for a Tampa Bay area sport event.

475 History of the Modern Olympic Games (4)
    The Olympics are the foundation of organized sport throughout the world. This course will explore the political, social, cultural and economic impact the games have had on society. It will also examine the administrative functions of governing bodies of professional and amateur sport across the world.

491 Seminar in Sport Management (3) (W)
    Prerequisites: SPM 290, ACC 202, ECO 204 and junior or senior standing. A seminar dealing with advanced problems in sports management. Issues include legal aspects, governance of athletics, eligibility standards and ethics in athletics.

493 Venue and Event Management (4)
    Prerequisite: SPM 393. This course takes advantage of many of the world class sport and event venues in the Tampa Bay Area. The course consists of lecture and numerous site visits to venues such as the St. Pete Times Forum, Raymond James Stadium, Tampa Convention Center, Tropicana Field, Legends Field, Florida State Fairgrounds, the Sun Dome, Ed Radice Sports Complex, the TPC of Tampa Bay and others. The course explores commonalities and differences in managing and marketing different venues and events.

495 Internship in Sport Management (12 Hours total)
    Prerequisites: SPM 290, ACC 202, ECO 204 and senior standing. A seminar dealing with advanced problems in sport management. Issues include legal aspects, governance of athletics, eligibility standards and ethics in athletics. (*spring semester)