

Sports Leadership (SPLE)

SPLE 6001 Introduction to Sports Leadership (3 credits)

Overview of the diverse leadership opportunities within the sports industry. Readings and student papers focus on current athletic issues and challenges from a leadership and managerial perspective. Includes an individual leadership assessment.

Prerequisite: Admitted to the graduate ACCO, BUAD, ECON, MGMT or SPLE program; or con. of M.B.A. prog. dir.

Level of Study: Graduate

Last four terms offered: 2023 Spring Term, 2022 Spring Term, 2021 Spring Term, 2019 Fall Term

Schedule of Classes (<https://bulletin.marquette.edu/class-search/?details&code=SPLE%206001>)

SPLE 6100 Ethics in Sports Leadership (3 credits)

Explores various dimensions of athletic ethics, including sports in peacebuilding, sport as social innovator, and various ethical issues in sport and sport management. Includes such topics as competition and fair play, leadership, social aspects of sport and others.

Prerequisite: Admitted to the graduate ACCO, BUAD, ECON or SPLE program; or con. of M.B.A. prog. dir.

Level of Study: Graduate

Last four terms offered: 2020 Spring Term, 2019 Spring Term, 2018 Spring Term, 2017 Spring Term

Schedule of Classes (<https://bulletin.marquette.edu/class-search/?details&code=SPLE%206100>)

SPLE 6200 Sports Communication (3 credits)

A study of the various ways in which individuals and organizations communicate through sports inclusive of print, electronic and on-line media as well as advertising, PR and special events. Special emphasis is placed on how leaders focus on their target audiences; primarily the fan or end user and the efforts, inclusive of market research, employed to attract and keep audiences engaged.

Prerequisite: Admitted to the graduate ACCO, BUAD, CCOM, ECON or SPLE program; or con. of M.B.A. prog. dir.

Level of Study: Graduate

Last four terms offered: 2022 Fall Term, 2021 Fall Term, 2020 Fall Term, 2019 Spring Term

Schedule of Classes (<https://bulletin.marquette.edu/class-search/?details&code=SPLE%206200>)

SPLE 6300 Social-Historical Foundations of Sports (3 credits)

Examines the historical and sociological foundations of athletics in the U.S. Important areas of emphasis include historical development of athletics, sport as a cultural product, social relations, organizational structures and contemporary issues.

Prerequisite: Admitted to the graduate ACCO, BUAD, CCOM, ECON or SPLE program; or con. of M.B.A. prog. dir.

Level of Study: Graduate

Last four terms offered: 2013 Fall Term, 2011 Spring Term

Schedule of Classes (<https://bulletin.marquette.edu/class-search/?details&code=SPLE%206300>)

SPLE 6400 Sport Management (3 credits)

Explores an overview range of topics related to the business of sport, such as organizational structure, operational finances, facility management, security, use of data analytics, entrepreneurship and others. Incorporates case studies, current sport management literature and an experiential component.

Prerequisite: Admitted to the graduate ACCO, BUAD, CCOM, ECON, MGMT or SPLE program; or con. of M.B.A. prog. dir.

Level of Study: Graduate

Last four terms offered: 2022 Fall Term, 2021 Fall Term, 2020 Fall Term, 2019 Fall Term

Schedule of Classes (<https://bulletin.marquette.edu/class-search/?details&code=SPLE%206400>)

SPLE 6500 Sports Finance (3 credits)

Examines the various techniques that can be utilized when financing a sports program regardless of the level of competition or type of program. Using active class discussion, research, mini-projects and the text, students determine how to budget for and continue to finance various sports enterprises.

Prerequisite: Admitted to graduate ACCO, BUAD, CCOM or ECON; or cons. of M.B.A. prog. dir.

Level of Study: Graduate

Schedule of Classes (<https://bulletin.marquette.edu/class-search/?details&code=SPLE%206500>)

SPLE 6600 Sports Facility Management (3 credits)

Examines the critical components of sport facility management including but not limited to; facility planning and construction, system design and operation, marketing, budgeting, maintenance, risk and event management. Primarily aimed at individuals aspiring to or working in the sport management field since there is no game without a facility in which to play.

Prerequisite: Admitted to the graduate ACCO, BUAD, CCOM or ECON program; or cons. of M.B.A. prog. dir.

Level of Study: Graduate

Schedule of Classes (<https://bulletin.marquette.edu/class-search/?details&code=SPLE%206600>)

SPLE 6700 NCAA: Exploring Current Issues (3 credits)

Team-learning approach dependent upon each student contributing to the overall examination of the NCAA and the issues it faces. Students conduct individualized study and research based on directed assignments and present their work. Examines the NCAA's history, structure, criticisms, accomplishments and challenges within the context of current issues.

Prerequisite: Admitted to graduate ACCO, BUAD, CCOM, ECON, MGMT or SPLE program; or cons. of M.B.A. prog. dir.

Level of Study: Graduate

Last four terms offered: 2023 Summer Term, 2022 Summer Term, 2021 Summer Term, 2020 Summer Term

Schedule of Classes (<https://bulletin.marquette.edu/class-search/?details&code=SPLE%206700>)

SPLE 6931 Topics in Athletic Leadership (3 credits)

Examination of topics related to contemporary issues in athletic leadership.

Prerequisite: Admitted to the graduate ACCO, BUAD, CCOM, ECON or SPLE program; or con. of M.B.A. prog. dir.

Level of Study: Graduate

Last four terms offered: 2016 Spring Term, 2015 Fall Term, 2015 Summer Term, 2014 Fall Term

Schedule of Classes (<https://bulletin.marquette.edu/class-search/?details&code=SPLE%206931>)

SPLE 6964 Practicum in Sports Leadership (3-6 credits)

Supervised experiences in sports leadership. Each student must negotiate an appropriate practicum plan and location with the graduate sports leadership faculty and the sports leadership practicum coordinator.

Prerequisite: Admitted to the graduate SPLE program; and con. of M.B.A. prog. dir.

Level of Study: Graduate

Last four terms offered: 2014 Summer Term, 2013 Spring Term, 2012 Fall Term, 2012 Summer Term

Schedule of Classes (<https://bulletin.marquette.edu/class-search/?details&code=SPLE%206964>)

SPLE 6995 Independent Study in Sports Leadership (1-3 credits)

Provides opportunities to investigate and study areas of interest through readings, research, field experience, projects and/or other educational activities under the direction of a faculty adviser.

Prerequisite: Admitted to the graduate ACCO, BUAD, CCOM, ECON or SPLE program; or con. of M.B.A. prog. dir.

Level of Study: Graduate

Last four terms offered: 2021 Fall Term, 2021 Summer Term, 2020 Spring Term, 2019 Summer Term

Schedule of Classes (<https://bulletin.marquette.edu/class-search/?details&code=SPLE%206995>)