SPORT, EVENT, AND TOURISM MANAGEMENT (SET)

Sport, Event, and Tourism Management (SET) Courses

SET 2123. Survey of Tourism. (3-0) 3 Credit Hours.
Historical development and organizational structure of the tourism industry. Emphasis is placed on the inter-relationship between tourist, resident, business, and government. (Formerly MKT 2123 and MKT 3123. Credit cannot be earned for more than one of the following: SET 2123, MKT 2123, or MKT 3123.) Generally offered: Fall, Spring. Course Fees: BISP $10; BTSI $15; LRB1 $15.

SET 3043. Attractions Management. (3-0) 3 Credit Hours.
Prerequisite: SET 2123 or SET 4543. Explores all aspects of managing visitor attractions such as amusement parks, theme parks, museums, national parks, and heritage sites. Differential Tuition: $126.

SET 3233. Sport Management. (3-0) 3 Credit Hours.
Focuses on allocating resources and managing sport and recreation operations. Students will receive an in-depth look at the human resources function as it pertains to sport organizations, including recruitment, selection, compensation, hiring/ firing, employee training and motivation, compliance with state and federal regulations, risk management, and community relations. Generally offered: Fall. Differential Tuition: $126.

SET 3283. Sport and Event Media Relations. (3-0) 3 Credit Hours.
Examines the media relations function in sport organizations with a special emphasis on the relationships between journalists and sport organizations, and the role of information specialists. Media relations responsibilities include organizing and managing game/event coverage, promoting events, and developing publicity campaigns. Differential Tuition: $126.

SET 3313. Sport Tourism and Events. (3-0) 3 Credit Hours.
Prerequisite: SET 2123 or SET 4543. Comprehensive study of the sport travel and tourism industry. The industry includes both participatory sport tourism (e.g., skiing, golf, and adventure trips) and event-based sport tourism (e.g., the Olympics, professional and amateur sports, and World Cup soccer). Covers all aspects of sport tourism including economics, finance, and marketing. Differential Tuition: $126.

SET 3333. Event Management. (3-0) 3 Credit Hours.
Prerequisite: SET 2123 or SET 4543. This course presents the event planning process from the inception of an event idea through the development stage, planning, and implementation. The model presented in this class pertains to all types of events including meetings, festivals, fairs, expos, recreation and sport events, fundraisers, etc. with a particular focus on project planning, budgeting, and marketing the event. Generally offered: Spring. Differential Tuition: $126.

SET 3413. Resort and Club Management. (3-0) 3 Credit Hours.
Prerequisite: SET 2123 or SET 4543. The management, marketing, and operations of resort and private club properties including hotel resorts, timeshares, casinos, private country clubs, golf and tennis clubs, fitness clubs, and entertainment facilities. Students will get an overview of all aspects of the business and are provided the opportunity to gain an understanding of the differences between profit and nonprofit organizations. Differential Tuition: $126.

SET 3433. Meetings and Conventions. (3-0) 3 Credit Hours.
Prerequisite: SET 2123 or SET 4543. An overview of the meetings and conventions industry. The course introduces students to the basics of association and corporate meetings, including program planning, budgeting, marketing, public relations, food and beverage and hospitality planning, audio visual and transportation coordination, exhibit sales and management, contract and lease negotiations, and human resources. Differential Tuition: $126.

SET 3543. Sports Economics. (3-0) 3 Credit Hours.
Prerequisite: ECO 2023. This course provides an application of economic theories and principles to the area of sport management. The focus of the course is on the business of professional sports, including competitive balance, player salaries, and the financing of sport facilities. In addition, the course will cover economic issues related to collegiate athletics. (Formerly titled “Economics of Tourism and Leisure.”) Differential Tuition: $126.

SET 4233. Sport Facility and Event Management. (3-0) 3 Credit Hours.
Prerequisite: SET 3233. Overview of managing a facility used for sports, conventions, and entertainment events. Topics may include conducting feasibility studies, market research, facility design and layout, event bidding, quality assurance, risk management, and event staffing. (Credit cannot be earned for both SET 4233 and FM 4233.) Generally offered: Spring. Differential Tuition: $126.

SET 4543. Destination Marketing. (3-0) 3 Credit Hours.
Prerequisites: MKT 3013. Emphasizes a strategic approach to marketing for tourism destinations: communities, regions, attractions, and resorts. Focus is on the optimal planning, development, and positioning in the context of the overall marketing plan. Includes consideration of environmental and resource requirements, as well as tourism’s social and cultural ramifications. (Formerly MKT 4543. Credit cannot be earned for both SET 4543 and MKT 4543.) Generally offered: Fall, Spring. Differential Tuition: $126.

SET 4813. Special Topics in Sport, Event and Tourism Management. (1-0) 1 Credit Hour.
Analysis and discussion of events, issues, and trends affecting management and marketing in the sport, event or tourism industries. May be repeated for credit when topics vary. Differential Tuition: $42.

SET 4811. Special Topics in Sport, Event and Tourism Management. (3-0) 3 Credit Hours.
Analysis and discussion of events, issues, and trends affecting management and marketing in the sport, event or tourism industries. May be repeated for credit when topics vary. Generally offered: Fall. Differential Tuition: $126.

SET 4921. Independent Study in Sport, Event and Tourism Management. (0-0) 1 Credit Hour.
Prerequisites: Student must have a 3.0 College of Business grade point average and permission in writing from the Tourism instructor, the Department Chair, and the Dean of the College of Business. The course may require independent research, reading, planning, discussion, and/or writing under the direction of a sponsoring faculty instructor. May be repeated for credit, but not more than 6 semester credit hours of independent study, regardless of discipline, will apply to a Bachelor of Business Administration degree. Differential Tuition: $42.
SET 4923. Independent Study in Sport, Event and Tourism Management. (0-0) 3 Credit Hours.
Prerequisites: Student must have a 3.0 College of Business grade point average and permission in writing from the Tourism instructor, the Department Chair, and the Dean of the College of Business. See the College of Business Undergraduate Advising Center for required forms. The course may require independent research, reading, planning, discussion, and/or writing under the direction of a sponsoring faculty instructor. May be repeated for credit, but not more than 6 semester credit hours of independent study, regardless of discipline, will apply to a Bachelor of Business Administration degree. Differential Tuition: $126.

SET 4941. Internship in Sport, Event and Tourism Management. (0-0) 1 Credit Hour.
Prerequisites: MGT 3003, and permission in writing from the sponsoring Tourism instructor, the Department Chair, and the Dean of the College of Business. The course is designed for students seeking supervised full- or part-time work experience in the sport, event or tourism industries. A written report is required. Opportunities and output requirements are developed in consultation with a faculty advisor and the Department Chair, and require the approval of both. May be repeated for credit, but not more than 6 semester credit hours of Internship in Tourism will apply to a Bachelor in Business Administration degree. Differential Tuition: $42.

SET 4943. Internship in Sport, Event and Tourism Management. (0-0) 3 Credit Hours.
Prerequisites: MGT 3003, and permission in writing from the sponsoring Tourism instructor, the Department Chair, and the Dean of the College of Business. The course is designed for students seeking supervised full- or part-time work experience in the sport, event or tourism industries. A written report is required. Opportunities and output requirements are developed in consultation with a faculty advisor and the Department Chair, and require the approval of both. May be repeated for credit, but not more than 6 semester credit hours of Internship in Tourism will apply to a Bachelor in Business Administration degree. Generally offered: Fall, Spring, Summer. Differential Tuition: $126.