

PHYSICAL EDUCATION (PE)

PE 5600 Athletic Administration (3)

Problems and standards connected with the administration of school and college athletics are considered, as well as the relationships with state and national athletic foundations and with conferences for athletics.

The course is designed to prepare the graduate student to organize and administer a program of intramural sports or athletics at the public school level.

PE 5610 Sport Law (3)

This course is designed to provide knowledge and understanding of the laws pertaining to physical education, athletics and sport, and the factors important to schools, colleges, and sport organizations concerning liability of physical educators, coaches, and administrators.

PE 5620 Sport Finance, Budgeting and Marketing (3)

This course will cover the basic theories and principles of sport finance, budgeting and marketing—from sport & recreational facilities to professional & amateur sports. This course will also reveal how to study and understand the market, develop a marketing and finance strategy, clarify a sport organization's needs and goals, and implement marketing plans through sponsorship, licensing, pricing, promotions, advertising, broadcasting and sales. Case studies that translate several professionals' experiences into learning scenarios will be utilized. In addition, observations of future trends in the field will be discussed.

PE 5630 Sport Psychology (3)

This course is designed to provide the student with the theory basis of human behavior in sport settings with an emphasis on the mental aspects of behavior. Areas to be discussed are sport personology (including personality, motivation, achievement, and attributions), anxiety/arousal, attentional focus, and social/cultural manifestations of sport, including humanism, youth sport, aggression, cooperation/cohesion, and leadership.