

## **SAEM COURSE DESCRIPTIONS**

### **SAEM 101 Intro to SAEM 3 - credits**

SAEM 101 functions as an introduction to business basics (emphasis on entrepreneurial skills) within the context of the Sports, Arts and Entertainment industry. Students will receive an opportunity for experiential learning through a SAEM live event assignment and shadowing exercise.

### **SAEM 201 Event Management - 3 credits**

This class will examine the foundation of sports, arts, and entertainment event management. Students will understand concept development, site selection, marketing, budgeting, sponsorship and volunteer management for events. This course will address major trends and successful business practices in event management today. Prerequisites: SAEM 101.

### **SAEM 202 Marketing and Promotion for SAEM - 3 credits**

Students will be able to apply fundamental marketing and promotional concepts to the sports, arts and entertainment industry. Utilizing these theories, students will identify the consumer and product markets and develop appropriate marketing and promotional plans. Prerequisites: SAEM 101.

### **SAEM 210 Digital Marketing for SAEM - 3 credits**

This course builds on basic marketing expertise and equips students with hands on marketing experience in evaluation of digital marketing. Website effectiveness, email and database marketing, search (SEO/SEM), social media related content strategy are covered with an emphasis on integrative strategy. Prerequisites: SAEM major, SAEM 202.

### **SAEM 230 The Business of Concert Promotion and Touring - 3 credits**

This course is a practical guide to creating, selling, organizing, and staging concerts and tours. Topics include creating the show, being paid, budgeting, promoting and ticketing the show, making money on the road, various types of talent buyers and much more! Prerequisites: SAEM major; Sophomore Standing.

**SAEM 231 Concert and Music Festival Touring - 3 credits**

This course will focus on several advanced aspects of the Concert and Music Festival industry. It will give students a deeper look into the touring industry of concert promotion, booking bands, duties of a talent agent and band managers and the general knowledge of jobs and opportunities available in the live entertainment industry. Prerequisites: SAEM major; Sophomore Standing.

**SAEM 240 Performing Arts Presenting and Touring - 3 credits**

This course will examine performing arts presenting and touring operations including for-profit and nonprofit entities including theatres, dance ensembles, classical music, and opera. Prerequisites: SAEM/COPA Major, SAEM 202.

**SAEM 250 Career Prep - 1 credit**

This class will groom students for entry into the professional world by developing foundational skills in inter-viewing, and marketing themselves utilizing resumes, cover letters, social media, and e-portfolios. Prerequisites: SAEM Major, SAEM 101.

**SAEM 260 Amateur Sports - 3 credits**

This class will focus on the business and marketing side of amateur athletics. Special focus will be placed on how colleges and universities market their student athletes and what role student athletes play in producing revenue for the school. The class will analyze the various marketing and TV rights deals and explore the various employment opportunities within college athletics. Prerequisites: SAEM Major, SAEM 101.

**SAEM 301 Facilities and Venue Design - 3 credits**

This course focuses on the principles and practices of operating Sports, Arts and Entertainment venues and recreational facilities. Emphasis is on the management of such facilities, in addition to security, staffing, operations, budgeting and other related areas. This course also focuses on the technical demands and methods for equipping and operating sports, arts and entertainment venue.

Prerequisites: SAEM Major, SAEM 201, SAEM 202.

### **SAEM 303 Advertising, Public Relations & Social Media - 3 credits**

This course explores Sports, Arts and Entertainment both as vehicles for product services of advertising and public relations as well as entities that are in constant need of advertising and public relations.

Course covers strategies/tactics for promoting via advertising, public relations, and social media.

Course also explores sponsorship, public relations plans, crisis public relations and social media.

Prerequisites: SAEM Major, SAEM 201, SAEM 202.

### **SAEM 304 Business Models of Sports, Arts, and Entertainment - 3 credits**

This course focuses on understanding the elements that define a company's business model, which describes the rationale of how an organization creates, delivers and captures value. The purpose of the business model concept for investors and bankers is a quick way to evaluate a business. Specific topics include examination of past, present and possible future business models, project financing and budgeting; the economic impact of the industry, and fundraising. Prerequisites: SAEM major; Junior or Senior Standing; ACCT 101, ACCT 102 & ACCT 203.

### **SAEM 310 Personal Branding & Business Development - 3 credits**

A business development career path includes opportunities in media supported advertising and sponsorships and live entertainment sponsorship, premium seating, ticketing. In this course you will build your own professional personal brand and conduct business with appropriate and expected etiquette. You'll learn to prospect, conduct a needs analysis, create and deliver a proposal and develop strong client relationships. Prerequisites: SAEM Major, SAEM 202.

### **SAEM 320 Ticketing - 3 credits**

This class will explain to students ticketing in the Sports, Arts and Entertainment industries. Emphasis will be on gaining expertise in various ticketing systems. Prerequisites: SAEM Major, SAEM 202.

### **SAEM 325 Essential Fundraising Principles - 3 credits**

This course encompasses the fundamental theories behind designing a fundraising plan for nonprofit arts organizations, as well as practical experience in writing an annual fund appeal, researching foundations, composing a grant; and website and social media analysis. Techniques for soliciting various sources of contributed income will be discussed, including: individuals, corporations, foundations and government entities. Prerequisites: Open to all University majors; Junior Standing.

**SAEM 330 Music Artist Management - 3 credits**

This course is designed for student interested in the musical talent management business. The industry will be covered from four major perspectives: (1) legal representation, (2) contract negotiations, (3) marketing and public relations support, (4) all other services that managers provide their clients in this ever-growing marketplace. The class will be provided with actual management projects throughout the semester. Prerequisites: SAEM 334 or SAEM 354.

**SAEM 331 Production Tour Management - 3 credits**

This course will explore the duties of a live entertainment production manager. What are the skill sets needed to work in this industry? How do you create a production crew that tours with a band? What are their responsibilities? How to interact with unions, and develop a tour budget? Prerequisites: SAEM 352.

**SAEM 332 Emerging Trends in the Music Industry -3 credits**

In this course students will discover the process of how to effectively promote and sell music online. Students will be expected to demonstrate comprehension of the tools that are available to build an artist's fan base. Prerequisites: SAEM 334 or SAEM 352.

**SAEM 333 Recording Industry - 3 credits**

Give the students an overall look of what goes into the recording business both from the studio perspective and the actual record label end. How does a song go from being recorded in a studio to making it to the radio station and being distributed? Prerequisites: SAEM 352.

**SAEM 334 Business of Concert and Touring - 3 credits**

This course will focus on several advanced aspects of the concert entertainment business, and is a practical guide to creating, selling, organizing and staging concerts. Some of the areas covered include contracts, riders, preparation for the show, what takes place on the night of the show, getting paid, marketing, promoter vocabulary and more. Prerequisites: SAEM 352.

### **SAEM 350 Sports, Arts, and Entertainment Management Internship(s) - 3-9-credits-each**

Internships provide students with hands on experience at sports, arts, and entertainment organizations. Students gain practical experience, enhance skills learned in the classroom, and acquire contacts with professionals in SAEM. This course requires students to complete 200 hours in the field, be evaluated by their supervisors and prepare a report. For SAEM/COPA dual majors who are considering continuing for their MBA, a total of 250 hours is required. Students must be approved prior to beginning their internship and should have a Q.P.A. of 3.0 or higher. Prerequisites: SAEM major with approval; SAEM 250.

### **SAEM 351 Performing Arts Management - 3 credits**

This course serves as an examination of the nonprofit performing arts industry including theatre, dance, classical music, and opera, through the perspective of an arts impresario. Specifically, this course examines board management, staffing, human resources, marketing, fundraising, and financing for arts organizations as well as trends in arts participation and the role of technology in the arts. Prerequisites: Junior, Senior Standing or above.

### **SAEM 352 Business of Live Entertainment - 3 credits**

This course will cover many facets of the Sports, Arts and Entertainment business, and students will comprehend how live entertainment is a part of all of the disciplines. Highlights include training in the fundamentals of the entertainment business, which includes marketing, promotion, advertising, finance, theatre production, venue management, artist management, artist touring, the recording industry, ticketing operations, sponsorship and more. Prerequisites: SAEM Major, Junior Standing.

### **SAEM 353 Talent Management - 3 credits**

This course provides the academic foundation for individuals interested in pursuing a career as a sports agent/talent agent. The course serves as an overview of the issues involved with talent management. Topics include the history of the agent industry; federal, state, and university rules and regulations; client recruitment; draft preparation; contract negotiations; and the branding of a client. In addition students will explore client relations, tax preparation and estate planning. Prerequisites: SAEM major; Junior or Senior Standing.

### **SAEM 354 Media Management - 3 credits**

This course examines the attributes of managing and operating an electronic media property in the age of constant technology innovation. Course outline includes financial management, human resources, programming, sales and federal regulations. This course will provide a broad understanding of the business economics underlying the rapidly changing media business and a more focused understanding of how to apply marketing principals and concepts to media strategies. Media management and marketing is designed to provide students with detailed insight into the structures, processes, economics and education surrounding the media industries in the United States in the early 21st century. Pre-requisites: SAEM Major, SAEM 202 Junior Standing.

### **SAEM 360 Sports Agents - 3 credits**

This course is designed for students interested in the sports agent management business. The industry will be covered from four major perspectives: (1) Legal Representation, (2) contract negotiations, (3) marketing & public relations support, (4) all other services that agents provide their clients in this ever-growing marketplace. Prerequisites: SAEM Major, SAEM 250.

### **SAEM 361 Sports Ethics 3 credits**

This course will provide the student with an intensive evaluation of ethics in sports and sports management, as well as strategies to help ensure ethical, legal and socially responsible conduct. The course will utilize excerpts from texts, outside materials (New York Times, Sports Illustrated), guest lecturers and discussion questions to explore ethical theory, ethical codes and most importantly – topical issues. Students will be expected to learn the technical differences of ethical theories and codes, to see both sides of ethical arguments and to develop a working ethical code that they can fall back on as they confront ethical issues in the future. Prerequisites: SAEM Major, SAEM 250.

### **SAEM 362 Sports Leadership - 3 credits**

This course will help students understand the importance of leadership development, strategy and execution. Students will gain practical insights that can be applied to any sports organization that strives to operate on the principles of integrity. Prerequisites: SAEM Major, SAEM 250.

**SAEM 364 Media Relations in Sports - 3 credits**

This course is designed to provide students with the opportunity to examine and critically analyze real-world media relation practices in sports. The course will explore all aspects associated with media relations including social media; ethics in the media; media writing; time management; special events; and interacting with the media. Prerequisites: SAEM Major, SAEM 202, SAEM 303.

**SAEM 395 – Business of Hospitality Management – 3 Credits**

This course will provide a comprehensive look into the business of hospitality management. Topics included but not limited to The History of the Hospitality Industry, Hospitality Accounting Practices, Food and Beverage Management, Managing People and Hotel and Motel Operations. This course will also provide detailed exploration of possible careers within the field. Guest speakers from the industry will regularly be present to speak on their area of expertise providing students with real world application. Prerequisite: SAEM major, Junior status required

**SAEM 395 – Advanced Ticketing & Box Office Sales – 3 Credits**

Students will expand upon what they learned in classes such as SAEM 320 Ticketing, SAEM 202 Marketing and Promotions, and SAEM 310 Personal Branding and Business Development and will gain hands-on experience working in the Playhouse box office as well as in the theatre call center. Students must be available to work events at the Playhouse. Class schedule will be based on a rotation that involves working Thursday, Friday and Saturday evenings plus Saturday and Sunday matinees. A meeting with registered students will take place in April. Prerequisites: SAEM Major and one of the following courses having been taken; SAEM 320 Ticketing, SAEM 202 Marketing, or SAEM 310 Personal Branding

**SAEM 395 – Business of E-Sports – 3 Credits**

Students will learn about the growing business of E-Sports; the business model, marketing, league and event development. Course covers single play and multi-player teams. Perspective is from the traditional sports league model with comparison of differences and similarities. Gaming experience helpful but not required. Prerequisite: SAEM major, Junior status required

### **SAEM 395 – Pioneer Records – 3 Credits**

Students will learn in this class what it takes to run a professional record company. This involves operations, marketing, graphic design and booking. Students will also assist the Pioneer Records apprentices in their efforts to manage and promote the Pioneer Records recording artists. Prerequisites: SAEM 334 or 352; or prof. permission

### **SAEM 395 – Talent & Booking Management – 3 Credits**

This class will explore the booking procedures associated with operating a venue such as the former Hundred Wood Restaurant. Students will be responsible for booking, marketing and operations of events placed at the former restaurant. Prerequisites: SAEM 334 or 352; or prof. permission

### **SAEM 395 – Safety & Security in Live Events – 3 Credits**

An in-depth exploration and analysis of security and safety aspects for the production and presentation of live events in the Sports, Arts and Entertainment industries.

Throughout the course, students will discuss, analyze, research and assess best practice models and policies for security and safety in a variety of live event environments. Students will engage in research individually and as a group on the process of establishing and setting up security and safety protocols including risk assessment, management and mitigation; physical and observational security; safety and security scenario trainings; crowd control and traffic flows; developing safety manuals; developing emergency event guidelines/procedures/training; safety protection for employees; basic first aid, CPR and defibrillator training; weather preparedness for outdoor events and environmental situations; food/beverage/waste management policies; and more.

### **SAEM 401 Legal Aspects of Sports, Arts & Entertainment - 3 credits**

Utilizing case law, this course will provide an in depth discussion of the role of the law in the sports, art and entertainment industry. Students will gain a comprehensive understanding of the SAE industry through in-class discussions, legal briefings, textbook and trade publications. Prerequisites: SAEM Major, BMGT 201, Junior Standing.

### **SAEM 420 Producing Commercial and Nonprofit Performing Arts - 3 credits**

This course explores the business of producing Broadway, commercial theatre and dance, as well as non-profit performing arts. Students will analyze best practices for producing including programming, raising capital, securing and scheduling venues, artistic and working with unions. Prerequisites: SAEM Major, SAEM 202, Junior Standing.

### **SAEM 445 Advance Fundraising - 3 credits**

This course encompasses advanced fundraising theories for nonprofit organizations including cultivating donors, developing fundraising plans, working with board of directors, selecting relationship management software, capital campaigns, and planned giving. Prerequisites: Open to all University majors; SAEM 440; Junior Standing.

### **SAEM 450 Senior Seminar in Sports, Arts, and Entertainment - 3 credits**

This Capstone course provides an opportunity for integration and reflection on the entire SAEM curriculum. This highly interactive and participative course invites students finalize the electronic portfolios. Emphasis will also be placed on written and oral communication as well as on resume writing and interviewing for Sports, Arts and Entertainment careers.

### **SAEM 460 Sports, Arts and Entertainment Management Internship II - 3 credits**

Internships provide students with hands on experience at sports, arts, and entertainment organizations. Students gain practical experience, enhance skills learned in the classroom, and acquire contacts with professionals in SAEM. This course requires students to complete 200 hours in the field, be evaluated by their supervisor and prepare a report. For SAEM/COPA dual majors who are considering continuing for their MBA, a total of 250 hours is required. Students must be approved prior to beginning their internship and should have a Q.P.A. of 3.0 or higher. Prerequisite: SAEM major with approval; SAEM 350.

**SAEM 461 Sports, Arts and Entertainment Management Internship III - 3 credits**

Internships provide students with hands on experience at sports, arts, and entertainment organizations. Students gain practical experience, enhance skills learned in the classroom, and acquire contacts with professionals in SAEM. This course requires students to complete 200 hours in the field, be evaluated by their supervisor and prepare a report. For SAEM/COPA dual majors who are considering continuing for their MBA, a total of 250 hours is required. Students must be approved prior to beginning their internship and should have a Q.P.A. of 3.0 or higher. Prerequisite: SAEM major with approval; SAEM 460.

**SAEM 480 SAEM Capstone: Business Models of SAE - 3 credits**

This capstone class requires students to interpret knowledge gained throughout their coursework in the University core and SAEM program in order to conceptualize a business model canvas, analyze a company's business model, and to create a business plan for a theoretical sports, arts or entertainment related company. An e-portfolio will be utilized for assessment purposes. Prerequisites: SAEM Major, ACCT 203, 90+ Credits.