

MSLB CLASS OUTLINE

SLB 510 | Amateur Sports Law: Studies law, policy and problem solving in the amateur sports context, focusing primarily on interscholastic and intercollegiate athletics. Title IX and racial equality in sports.

SLB 511 | Sports Career Strategies & Communication: Focuses on examining job opportunities in the sports industry and the development of strategies for obtaining a position suitable to the talents and abilities of individual students. Students refine their skills in terms of searching for a job. Students also develop a career plan, beginning with an entry-level position for those who have worked in the industry or a next-level position for students currently working in the area.

SLB 512 | Professional Sports Law: Studies law, revenue, branding and problem solving in the professional sports context, focusing primarily on professional sports league governance and regulation, labor relations, representing and marketing players and coaches, and issues of equity and race. Also examines international issues related to professional sports.

SLB 515 | Sports Business Strategies & Executive Decisions SLB: Sports can involve a jog around campus or big business. Sports are interesting, important and a vivid context to learn about consumers, organizations, diverse stakeholders, media and entertainment, partnerships and sponsorship, highly competitive strategies in finance and marketing, managing community venues, big events, and other relevant business topics. Maintains a pragmatic, experiential, yet well-grounded focus, studying the role, nature and dynamics of sports business both in and around 'sports industries' and in and around 'conventional businesses.' Builds and 'tests' knowledge and exercise skills related to sports business analysis, decision making, communication and both strategy development and execution. Intellectually rigorous, yet fun. Develops a sophisticated, yet practical understanding of the nature, contexts and dynamics of sports business.

516 | Revenue Generation in Sports: Develops an appreciation for and understanding of the multiple stakeholders and diverse interests in and around sports business, and of their constantly changing and interactive impact on sports business practice and performance. Gives broad exposure to the major revenue generating domains in the sports industry. Explores the fundamentals of marketing and applies those fundamentals to the domains of sponsorship, endorsement, media, ticketing, merchandising and fundraising as means to create and maintain revenue streams.

517 | Sports Marketing: Studies the role, nature and dynamics of sports business and builds knowledge and skills related to sports marketing analysis, decision making and strategy development and execution. Intellectually challenging and demanding, yet fun.

SLB 519 | Pro Team Sports: Legal Issues in Business Operation: Deals with various legal issues confronted by the Team Counsel of a professional sports team. Reviews the business, risk management, intellectual property and financial issues that arise in connection with the operation of a team.

SLB 518 | Sports Analytics: Develops and applies analytical skills that are useful in nearly every career. Although the course focuses on applications in the sports context and uses approaches that are rapidly becoming important in the business of sports analytics, this is not a survey course about issues in sports. Instead, this class is about curiosity, storytelling and logic. An understanding and interest in both sports and numbers make this class good. General curiosity makes it great.

SLB 522 | NCAA Compliance: Provides a real-world view of a Division I Power 5 Conference Compliance Office and the manner in which such an office directs its institution's efforts to maintain compliance with National Collegiate Athletic Association and member conference legislation governing intercollegiate athletics.

SLB 523 | MLB Impact on Law & Society: Examines how MLB served as a catalyst for change in American law and society post WWII, and the legal and business developments that have shaped modern professional baseball. Addresses such diverse topics as the integration of African-American players into MLB and diversity in MLB; labor relations (collective bargaining, free agency, labor stoppages and drug testing); league operations; franchise relocation; expansion; globalization of the game; the business and marketing of the game in the digital age and the resulting legal implications; and the state of the game in the 21st century.

SLB 524 | Law of Sports Branding: Examines legal and business issues associated with personal and business branding, particularly in the context of professional and collegiate sports. Discusses and analyzes issues relating to: (1) what constitutes a 'brand' and how a 'brand' is developed; (2) the recent surge in personal branding by athletes, entertainers and other celebrity personalities; (3) athletes and other celebrities who have transformed their fame into personal branding platforms that support large business enterprises; (4) the basic principles of trademark law and how those principles apply to business and personal brands; (5) regulation and control of brands in professional and collegiate sports, and the Olympics; (6) licensing and corporate sponsorship; and (7) ambush marketing.

SLB 525 | Sports Big Events: Teaches the business, legal and operational issues of major sporting events. Examines bid preparation, marketing, sales, ticketing, operational, security, volunteer, sponsorship, legal and other issues related to these events.

SLB 581 | US Law & Legal Analysis in Sport: The U.S. legal system and the types of legal reasoning used by legal professionals. Provides the necessary instruction to use legal reasoning in both academic work and professional endeavors, including reading and evaluating legal cases, statutes and public policy. Students complete written legal analysis exercises, draft case briefs and participate meaningfully in class by critically analyzing current legal issues.

SLB 584/593 | Internship/Applied Project: An internship of a student's choosing is required for graduation. Assignments like journal entries and reflections will be included to fulfill this requirement.

SLB 508 | Strategic Planning for the Future in Sports: Examines the future of the sports industry through the lens of multiple legal and business professionals who have had successful careers in sports.

SLB 514 | Negotiations & Alternative Dispute Resolutions in the Sports Industry: Provides a working or basic knowledge of contract law, with in-depth instruction with regard to negotiating and drafting in the sports context. As their final project, students select a player, coach, university or club and then negotiate a contract. Negotiation sessions are held during class sessions and students evaluate each other, as well as receiving evaluation from the professor. Replicates the negotiation process in the sports industry.