Sport Management, M.S.

Degree Offered

- Master of Science

Nature of the Program

Students have two options for completing a master's degree in sport management: 1) On-Campus and 2) Distance-Learning with Areas of Emphasis in either Comprehensive Sport Industry Management or Interscholastic Athletic Administration.

On-Campus

The graduate on-campus sport management program requires thirty-six credit hours including a six-hour internship or a thesis track option for students. This program can be completed in one or two years. This broad-based program prepares students to enter any segment of the sport management industry, and boasts alumni who have been successful in all areas of the industry. The unique curriculum provides students with assignments that mirror "real-world" issues impacting professionals in the domain. The thesis track option is available for students who are considering doctoral level work in the future.

Dual Degree

A dual degree track option also exists between the on-campus sport management master's degree program and the M.B.A. program in the College of Business and Economics. This dual degree program requires two years to complete, as credits are used from each program to support the other. Students interested in the dual degree program must complete the online applications for admission to both the Sport Management Program (fall admission only) and the M.B.A. program (summer admission) and be admitted separately to both programs. For more information, go to http://business.wvu.edu/graduate-degrees/mba. Students complete the MBA coursework during the first year, and complete the sport management coursework in the second year.

Distance-Learning Program

This degree program offers flexibility to complete course competences at times which are convenient for students. The 30 credit hour distance education master's degree is expected to be completed in five semesters (including summers). Students entering this distance-education program can choose from one of two specific areas of emphasis to direct their studies.

The fully on-line Area of Emphasis in Comprehensive Sport Industry Management has been in existence for almost two decades with many successful alumni currently working in all segments of the sport industry. This program is designed for students who are interested in focusing on the general sport management industry. Students in this Area of Emphasis complete all of their courses online. Students in this track complete their coursework over 5 semesters, including a capstone project designed to give the student a hands-on experience researching a project in the field that will help them develop skills necessary for career advancement in a focus area of their choice.

The fully on-line Area of Emphasis in Interscholastic Athletic Administration is designed for students who are interested in working as interscholastic (middle school and high school) athletic directors. All courses in this program are designed to be completed on-line and at a distance, with no residency required on campus. Completion of this program will allow students to meet the requirements necessary to obtain the National Interscholastic Athletic Administrators Association (NIAAA) Registered Athletic Administrator (RAA) certification as well as the educational requirements necessary for the NIAAA Certified Athletic Administrator (CAA) certification. As part of this program, students will complete NIAAA leadership coursework in two of the classes (SM 571 and SM 578). Students will be required to purchase course materials for these five educational components, each costing $70 (Total $350), and purchased directly from the NIAAA.

FACULTY

ASSOCIATE PROFESSORS

- Gonzalo Bravo - Ph.D. (Ohio State University)
- Dennis Floyd Jones - Ph.D. (University of Pittsburgh)
- Cindy Lee - Ph.D. (Ohio State University)

TEACHING ASSOCIATE PROFESSORS

- Gary Lhotsky - Ed.D. (Florida State University)
  Program Coordinator

TEACHING ASSISTANT PROFESSOR

- Justin Wartella - Ph.D. (Univ. of Nevada-Las Vegas)
ADJUNCT INSTRUCTORS

- William Alsop - Ed.D. (West Virginia University)
- Andro Barnett - Ph.D. (Temple University)
- Jordan Blizzard - M.S., J.D. (West Virginia University)
- Phil Caskey - M.A. (West Virginia University)
- Charles Fisher - M.S. (West Virginia University)
- Todd Knisley - M.S. (West Virginia University)
- Christopher Miller - J.D. - (West Virginia University)

Admissions

ON-CAMPUS PROGRAM

- Undergraduate degree grade point average (2.75 minimum for regular status) from an approved institution
- Two letters of recommendation submitted to the WVU Office of Admissions (https://graduateadmissions.wvu.edu/) website
- Official transcript (submitted directly to the WVU Office of Admissions)
- Resume submitted to the WVU Office of Admissions website
- Two-page career (goal) statement submitted to the WVU Office of Admissions website

Submit your online admission application thru the WVU Office of Admissions website (https://graduateadmissions.wvu.edu/) along with your application fee. Official transcripts should be sent directly to the WVU Office of Admissions. Your goal statement and resume are submitted online through the WVU Office of Admissions website. The WVU Office of Admissions website will also need two recommendation names and email addresses for reference letters. The system will send an email to your recommenders to complete a letter to be uploaded to the WVU Office of Admissions website. Please DO NOT submit any paper copies of the screening materials above directly to faculty or CPASS, everything must be submitted online through the WVU Office of Admissions website. The deadline to have a completed file eligible for review for the on-campus program is January 15.

DISTANCE LEARNING

Admissions criteria and processes are identical for both the Areas of Emphasis in Comprehensive Sport Industry Management and Interscholastic Athletic Administration. These criteria include:

- Undergraduate degree grade point average (2.75 minimum for regular status) from an approved institution
- Transcript (submitted directly to the WVU Office of Admissions (https://graduateadmissions.wvu.edu/)). (Note: Unofficial transcripts will be accepted for review of file, however, official transcripts will be required prior to admission)
- Resume submitted to the WVU Office of Admissions website
- Two-page career (goal) statement submitted to the WVU Office of Admissions website (Identify which Area of Emphasis you are interested in).

Please DO NOT submit paper copies of these screening materials to our office, they are to uploaded to the WVU Office of Admissions website along with your admission application.

Students applying to either Area of Emphasis can start their program any semester (i.e., Fall, Spring, or Summer). The application deadlines are: May 1 (for summer start, middle of May), August 1 (for Fall Star, middle of August), and December 1 (Spring Start, early to mid January)

ACCELERATED B.S./M.S. SPORT MANAGEMENT

Students must complete an internal application for admission to the accelerated B.S./M.S. (ABM) program. Students may apply for regular admission to the ABM in SM program in the fall semester following the completion of 60 credits, but not later than the semester after which they have completed 95 credits. Only enrolled WVU SM majors may be considered for regular admission to the program. Transfer students must complete at least 24 credit hours as degree seeking students at WVU before applying. The minimum GPA requirement for regular admission into the ABM program is a GPA of 3.25 with no provisional admissions allowed. Regular admission will not be offered to students with less than two semesters to complete the bachelor's degree. The ABM in SM program is not available to students seeking a second (or subsequent) bachelor's degree. Internal application is due by October 1 with program admissions decisions communicated by December 15. Applications will be reviewed by a faculty work group and presented to the program faculty for a final admissions decision.

Major Code: 6854

Degree Requirements: Campus Program

Minimum overall GPA of 3.0 or higher required.

A grade of C or higher must be earned in all major courses

Core Coursework

| SM 527 | Legal Issues in Sport Administration | 3 |
Select one of the following tracks: 9

<table>
<thead>
<tr>
<th>Traditional Track</th>
<th>Thesis Track</th>
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<tbody>
<tr>
<td>SM 516</td>
<td>SEP 615</td>
</tr>
<tr>
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<td>Research Methodology in Physical Education</td>
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<tr>
<td>SM 685</td>
<td>or SEP 726</td>
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<td></td>
<td>Advanced Measurement and Research in Physical Education</td>
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<td></td>
<td>or EDP 613</td>
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<td>Statistical Methods 1</td>
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<td>Qualitative Research Methods</td>
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<td>SM 697</td>
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Total credit hours: 36

* Students will substitute SM 516 (Research Methods in Sport Marketing) for SEP 615.
* Students will also substitute any of the three-credit hour SM courses for one three-credit statistics (SEP 726 or EDP 613) or qualitative methods course (SCFD 615).
* Students will substitute six credit hours of SM 686 of the internship for six credit hours of SM 698 Research (Master thesis).

**SUGGESTED PLAN OF STUDY: TRADITIONAL TRACK**

| First Year | | | | |
|-------------|-------------|-------------|-------------|
| Fall | Hours | Spring | Hours | Summer | Hours | |
| SM 621 | 3 | SM 630 | | 3 | SM 685 | 6 |
| SM 580 | 3 | SM 660 | | 3 | | |
| SM 527 | 3 | SM 516 | | 3 | | |
| SM 546 | 3 | SM 535 | | 3 | | |
| SM 575 | 3 | SM 570 | | 3 | | |
| | 15 | 15 | | 6 | | |

Total credit hours: 36

**SUGGESTED PLAN OF STUDY: THESIS TRACK**

| First Year | | | | |
|-------------|-------------|-------------|-------------|
| Fall | Hours | Spring | Hours | |
| SM 580 | 3 | SM 630 | 3 |
| SM 546 | 3 | SM 660 | 3 |
| SEP 615 | 3 | SEP 726, EDP 613, or SCFD 615 | 3 |
| | 9 | | |

Second Year

| | | | | |
|-------------|-------------|-------------|-------------|
| Fall | Hours | Spring | Hours | |
| SM 527 | 3 | SM 535 | 3 |
| SM 575 | 3 | SM 570 | 3 |
| SM 697 | 3 | SM 697 | 3 |
| | 9 | | |

Total credit hours: 36
Degree Requirements: Distance Education Program

Minimum overall GPA of 3.0 required.

SM 527        Legal Issues in Sport Administration (Online)        3
SM 535        Sport Management Processes        3
SM 540        International Sport Governance (Online)        3
SM 546        Sport Marketing        3
SM 570        Sport Finance        3
SM 575        Fund-Raising and Development (Online)        3
SM 580        Sociocultural and Ethical Dimensions of Sport (Online)        3
SM 586        Facility Planning and Management        3

Area of Emphasis

Comprehensive Sport Industry Management
Interscholastic Athletic Administrator

Total Hours 6

Comprehensive Sport Management Area of Emphasis

Students will be required to maintain a minimum GPA of 3.0.

All courses will need to be completed with a grade of C- or better.

SM 516        Sport Marketing Research Methods        3
SM 590        Teaching Practicum        3

Total Hours

* This program can be started in any semester, but the starting point will impact the order in which classes are taken.

Interscholastic Athletic Administrator Area of Emphasis

Students will be required to maintain a minimum GPA of 3.0.

All courses will need to be completed with a grade of C- or better.

SM 571        Interscholastic Sport Organization and Administration        3
SM 578        Leadership in Interscholastic Athletic Administration        3

Total Hours

* This program can be started in any semester, but the starting point will impact the order in which classes are taken.

Accelerated B.S./M.S. Degree Requirements

DEGREE REQUIREMENTS

University Requirements
Bachelor of Science in Sport Management Major Requirements
M.S. Sport Management Degree Requirements

Total Hours

UNIVERSITY REQUIREMENTS

General Education Foundations (GEF) 1, 2, 3, 4, 5, 6, 7, and 8 (31-37 Credits)
Outstanding GEF Requirements 1, 2, 3, 5, and 6
PASS 191        First-Year Seminar        1
General Electives

Total Hours

BACHELOR OF SCIENCE IN SPORT MANAGEMENT MAJOR REQUIREMENTS

A grade of C- or higher must be earned in all courses unless otherwise noted.
A minimum GPA of 2.5 is required in all courses.

ACCT 201        Principles of Accounting 1        3
BCOR 350 Principles of Marketing 3
BCOR 370 Managing Individuals and Teams 3
Select one of the following (GEF 8):
  COMM 102 Fundamentals of Interpersonal Communication 3
  COMM 104 Fundamentals of Public Communication 3
  COMM 306 Organizational Communication 3
CS 101 Intro to Computer Applications (GEF 2) 4
ECON 200 Survey of Economics 3
  or ECON 201 Principles of Microeconomics 3
ENGL 101 Introduction to Composition and Rhetoric (GEF 1) 3
MDIA 101 Media and Society (GEF 4) 3
PR 215 Introduction to Public Relations 3
SEP 271 Sport in American Society (GEF 8) 3
SEP 272 Psychological Perspectives of Sport (GEF 8) 3
SM 167 Introduction to Sport Management (B- or higher) 3
SM 340 Sport Governance 3
SM 345 Technology in Sport Management 2
SM 350 Leadership in Sport Management 2
SM 355 Orientation in Sport Management 1
SM 375 Sport in the Global Market (GEF 7) 3
SM 387 Issues in Sport Studies 3
SM 425 Sport Facility and Event Management 3
SM 486 Sport Marketing & Sales 3
SM 491 Professional Field Experience 3
Advisor Approved Electives 6
Total Hours 69

MASTER OF SCIENCE DEGREE REQUIREMENTS

Minimum overall GPA of 3.0 or higher required.
SM 516 Sport Marketing Research Methods 3
SM 527 Legal Issues in Sport Administration 3
SM 535 Sport Management Processes 3
SM 540 International Sport Governance 3
SM 546 Sport Marketing 3
SM 570 Sport Finance 3
SM 575 Fund-Raising and Development 3
SM 580 Sociocultural and Ethical Dimensions of Sport 3
SM 586 Facility Planning and Management 3
SM 590 Teaching Practicum 3
Total Hours 30

Suggested Plan of Study

First Year

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<tr>
<th>Fall</th>
<th>Hours</th>
<th>Spring</th>
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<td>SEP 271</td>
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<td>PASS 191</td>
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## Second Year

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### Third Year

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<th>Hours</th>
<th>Spring</th>
<th>Hours</th>
<th>Summer</th>
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<td>SM 516</td>
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<td>SM 486</td>
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### Fourth Year

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<td>SM 527</td>
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<td>SM 535</td>
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Total credit hours: 138

## Major Learning Outcomes

### SPORT MANAGEMENT

The goal of the program is for students to graduate with the essential skills and knowledge necessary to prepare them for immediately entry into a career in the field of sport management.

- **Content Knowledge** - Students will demonstrate knowledge and disciplinary concepts related to the field of sport management.
- **Reflection and Critical Thinking** - Students will demonstrate reflection and critical thinking in order to refine professional knowledge and practice.
- **Programming and Assessment** - Students will demonstrate evidence-based knowledge and skills (and best practices) for assessing needs and for designing, implementing and evaluating sport related settings/organizations.
- **Professionalism and Ethics** - Students will demonstrate professional behaviors, including commitment to excellence, valuing diversity and collaboration, service to others, techniques for lifelong learning.
- **Technology** - Students will be able to demonstrate the use of different forms of technology to allow them to function effectively within a sport management setting.

## COURSES

**SM 516. Sport Marketing Research Methods. 3 Hours.**

PR: Graduate standing or consent. Application of the scientific method to sport marketing; emphasis on evaluating and conducting survey research in sport marketing; marketing project includes consumer behavior research in sport settings.
SM 527. Legal Issues in Sport Administration. 3 Hours.
The NCAA, its rules, and its regulations: In-depth study of professional sport leagues, their constitution, by-laws, regulations, collective bargaining agreements, standard player contracts; legal issues involving sport agents.

SM 535. Sport Management Processes. 3 Hours.
PR: Consent. Analysis of management processes utilized in sport businesses. A focus is on the planning, organization, leading, and evaluation processes that are unique to the sport industry. Discussion, debate, and position papers on these four management processes.

SM 540. International Sport Governance. 3 Hours.
This course is focused on ways in which sport is organized and managed internationally; it aims to foster critical thinking, research, exchange of ideas, and writing about governance.

SM 546. Sport Marketing. 3 Hours.
Advanced analysis of marketing sport enterprises, the marketing planning process, and marketing information systems.

SM 570. Sport Finance. 3 Hours.
PR: Graduate standing or consent. Financial operations and economic impact of scholastic, intercollegiate, and professional sport administration; concepts of budgeting, auditing, reporting, and computer use; current developments in the field.

SM 571. Interscholastic Sport Organization and Administration. 3 Hours.
This class is designed to provide current or future interscholastic athletic administrators with fundamental theoretical and practical knowledge to be successful in interscholastic athletics. Topics of administrative principles, managerial responsibilities, and current and potential issues in interscholastic athletics will be covered.

SM 575. Fund-Raising and Development. 3 Hours.
This course is designed to provide a comprehensive overview for fundraising, development, and donor relations with the understanding of different needs in various sport organizations. Students will learn basic principles and techniques to raise money through sales and other financial means.

SM 578. Leadership in Interscholastic Athletic Administration. 3 Hours.
This course examines contemporary and productive leadership and management principles and concepts used throughout the sport industry, but specifically focused on their use within Interscholastic Athletic Administration. This course also fulfills a requirement to enable students to gain certification as an Interscholastic Athletic Administrator and covers LTCs 504 and 506, which are required for the certification.

SM 580. Sociocultural and Ethical Dimensions of Sport. 3 Hours.
This course is designed to foster critical thinking, writing and discussion about the historical, cultural and ethical dimensions of sport and their impact upon modern society.

SM 586. Facility Planning and Management. 3 Hours.
Acquaint students with the basic concepts in the areas of sport facilities: planning, design and construction, management, marketing, advertising and public relations and event operations.

SM 590. Teaching Practicum. 1-3 Hours.
PR: Consent. Supervised practice in college teaching of sport management. Note: This course is intended to ensure that graduate assistants are adequately prepared and supervised when they are given college teaching responsibility. It will also present a mechanism for students not on assistantships to gain teaching experience.

SM 593. Special Topics. 1-6 Hours.
A study of contemporary topics selected from recent developments in the field.

SM 621. Sport Publicity/Public Relations. 3 Hours.
The course provides an in-depth understanding of effective public relations and publicity in the sport organizational context. In particular, the course focuses on the communication modalities for sport information through public mediums.

SM 630. Sport Sponsorship and Sales Management. 3 Hours.
The project-based course develops an in-depth understanding of sport sponsorship and sales management processes including strategic communication, direct and indirect selling protocols, and brand development.

SM 660. NCAA Compliance and Current Issues. 3 Hours.
PR: Graduate standing. An in-depth analysis of compliance issues impacting collegiate administrators and the NCAA.

SM 685. Internship in Sport Management. 1-6 Hours.
Sport management on-site working relationship with a sport organization to gain practical hands-on experience in a collegiate athletic organization, professional sport franchise, or variety of sport-related businesses.

SM 690. Teaching Practicum. 1-3 Hours.
PR: Consent. Supervised practice in college teaching of sport studies. Note: This course is intended to ensure that graduate assistants are adequately prepared and supervised when they are given college teaching responsibility. It also provides a mechanism for students not on assistantships to gain teaching experience. (Grading will be P/F.).

SM 691. Advanced Topics. 1-6 Hours.
PR: Consent. Investigation of advanced topics not covered in regularly scheduled courses.
SM 692. Directed Study. 1-6 Hours.
Directed study, reading, and/or research.

SM 693. Special Topics. 1-6 Hours.
A study of contemporary topics selected from recent developments in the field.

SM 694. Seminar. 1-6 Hours.
Special seminars arranged for advanced graduate students.

SM 695. Independent Study. 1-9 Hours.
Faculty supervised study of topics not available through regular course offerings.

SM 696. Graduate Seminar. 1-3 Hours.
PR: Consent. Each graduate student will present at least one seminar to the assembled faculty and graduate student body of his or her program.

SM 697. Research. 1-9 Hours.
PR: Consent. Research activities leading to thesis, problem report, research paper or equivalent scholarly project, or a dissertation. (Grading may be S/U.)

SM 698. Thesis or Dissertation. 1-6 Hours.
PR: Consent. This is an optional course for programs that wish to provide formal supervision during the writing of student reports (698), or dissertations (798). Grading is normal.

SM 699. Graduate Colloquium. 1-6 Hours.
PR: Consent. For graduate students not seeking coursework credit but who wish to meet residency requirements, use the University's facilities, and participate in its academic and cultural programs. Note: Graduate students who are not actively involved in coursework or research are entitled through enrollment in their department's 699/799 Graduate Colloquium to consult with graduate faculty, participate in both formal and informal academic activities sponsored by their program, and retain all of the rights and privileges of duly enrolled students. Grading is P/F; colloquium credit may not be counted against credit requirements for masters programs. Registration for one credit of 699/799 graduate colloquium satisfies the University requirement of registration in the semester in which graduation occurs.

SM 790. Teaching Practicum. 1-3 Hours.
PR: Consent. Supervised practice in college teaching of sport studies. Note: This course is intended to insure that graduate assistants are adequately prepared and supervised when they are given college teaching responsibility. It will also present a mechanism for students not on assistantships to gain teaching experience. (Grading will be P/F.)

SM 791. Advanced Topics. 1-6 Hours.
PR: Consent. Investigation of advanced topics not covered in regularly scheduled courses.

SM 792. Directed Study. 1-6 Hours.
Directed study, reading, and/or research.

SM 793. Special Topics. 1-6 Hours.
A study of contemporary topics selected from recent developments in the field.

SM 795. Independent Study. 1-9 Hours.
Faculty supervised study of topics not available through regular course offerings.

SM 796. Graduate Seminar. 1-3 Hours.
PR: Consent. Each graduate student will present at least one seminar to the assembled faculty and graduate student body of his or her program.

SM 797. Research. 1-9 Hours.
PR: Consent. Research activities leading to thesis, problem report, research paper or equivalent scholarly project, or a dissertation. (Grading may be S/U.)