

# SPORT PRODUCT DEVELOPMENT - SPD

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## SPD 500 Sport Product 3 Credits

Strategic understanding of the athlete and consumer insights that drive new markets globally and the tactical process of creating sport products including innovation, design, development, merchandising, testing, commercialization, costing and manufacturing. The course includes go-to-market approaches including pricing, discounting, marketing, allocations, sales and retailing.

**Restriction:** Sport Product Development majors only.

**Offered:** fall.

## SPD 501 Entrepreneurship & New Venture Planning 3 Credits

Student and student teams engage in customer discovery and brand strategy along with an assessment of innovative market opportunities and business requirements for the product creation process. Students should develop the requirements and insights to build a solid Brand Strategy.

**Restriction:** Sport Product Development majors only.

**Offered:** fall.

## SPD 502 Sport Marketing Research 3 Credits

The focus is on global sport marketing research and consumer insight. Market research tools include research design, measurement, experimental and non-experimental techniques, analysis and interpretation of data and reporting research results. A major focus of the course will be on consumer insight as part of your brand strategy. Sport Product Development majors only.

**Offered:** fall.

## SPD 505 Managing Global Sport Industry 3 Credits

To prepare managers to work effectively with people and companies from highly divergent cultural backgrounds to succeed in an increasingly competitive global sport industry. The course will examine how basic organization and management processes can differ across borders, as well as various management strategies for accommodating these differences. Emphasis is also given to developing the global management skills necessary to succeed in the new global economy. Sport Product Development majors only.

**Offered:** spring.

## SPD 606 Sport Product Branding 3 Credits

With an emphasis on sports product brands, this course is designed to explore company branding strategies, how customer insight drives sources of differentiation that drive brand attributes, positioning and brand name, various methods of creating a brand name, how a brand fits into product line strategy, price-performance position and value creation, and competitor analysis and brand positioning. The end of course deliverable will be a brand strategy brief. Sport Product Development majors only.

**Offered:** spring.

## SPD 608 Digital Products & Services 3 Credits

This course will focus on digital strategies used in the sports product industry as well as learn about digital strategies used outside the sports product industry along with emerging digital platforms and strategies. Sport Product Development majors only.

**Offered:** spring.

## SPD 609 Integrated Retail/Merchandise 3 Credits

Learn about merchandising, pricing, discounting, allocations, retail management, consumer shopping behavior as well as store layout and retail sales. Sport Product Development majors only.

**Offered:** fall.

## SPD 610 Sport Product Logistics and Supply Chain 3 Credits

Strategic and tactical issues pertaining to the distribution and delivery of sport products and services. Methodologies and systems for designing, tracking, and managing the complex global sport operations. This course also cover global sourcing strategies and the global supply chain used by the sport product companies including the history of sourcing in Asia and the importance of managing sustainability in this process. Sport Product Development majors only.

**Offered:** fall.

## SPD 612 Retail Management 3 Credits

Students will gain an understanding of organizational and environmental issues and how they manage these contingencies through its structure and strategy to gain competitive advantages. The focus will be on diagnosing and assessing organization situations and to show how large and small firms can be more effective and efficient. Sport Product Development majors only.

**Offered:** fall.

## SPD 799 Sport Product Development Internship 3-6 Credits

The Canisius University Master of Sport Product Development (MSD) Internships are designed to provide a supervised exposure to a professional practice through a well organized, carefully administered program of study. Each field experience has specific objectives and assignments that are adjusted to meet each student's specific internship requirements. The internship should enhance the student's learning by working as a member of the sport industry. The internship is a culminating activity required of all students pursuing the Master of Sport Product Development degree. The average participation for the internship is approximately 20 weeks. The intern should expect to participate an average of 15-20 hours per week for a total of 400 hours. The internship required must be completed in ONE calendar year, continuous enrollment required. The Internship will provide an integration of academic study with practical work experiences and training on the job. It will serve as a continuing and essential element of the educational process.

**Restrictions:** Graduate Sport Product Development majors only.

**Offered:** every fall & spring.