SPORT PRODUCT DEVELOPMENT (MS)

Beginning in Fall 2018, we will begin offering an online MS in Sport Product Development. Dr. Shawn O‘Rourke, Chair of Kinesiology, is the Program Director and can provide additional information.

The sports industry generates approximately $400 billion in revenue annually. Industry statistics show that U.S. sporting equipment sales at retail sporting goods stores are roughly $60 billion yearly. Sporting goods attract a wide range of consumers and requires a variety of marketing and distribution strategies. Consider a degree in Sport Product Development for a range of career opportunities in the fields of sports, entertainment, arts and recreation.

Program Description

The Sport Product Development program emphasizes the development and management of the sporting goods industry providing the equipment needs in six different areas: competitive team sports, extreme sports, fitness, individual sports, indoor games, and outdoor recreation sports.

The online MS in Sport Product Development program is 33 credit hours (nine courses, plus six-credit internship). After completing the six core courses, you can choose to focus on either product design or retail management. You will gain knowledge for positions in the sport product industry such as product line management, product development, merchandising, innovation and materials management, and retail, brand, or factory management.

Admission

Applicants must meet the general requirements for admission to graduate work in education. In addition, applicants must submit two letters of reference, a resume and a written essay describing their background in sport activities and career goals.

Curriculum

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>SPD 500</td>
<td>Sport Product</td>
<td>3</td>
</tr>
<tr>
<td>SPD 501</td>
<td>Entrepreneurship &amp; New Venture Planning</td>
<td>3</td>
</tr>
<tr>
<td>SPD 502</td>
<td>Sport Marketing Research</td>
<td>3</td>
</tr>
<tr>
<td>SPD 505</td>
<td>Managing Global Sport Industry</td>
<td>3</td>
</tr>
<tr>
<td>SPD 609</td>
<td>Integrated Retail/Merchandise</td>
<td>3</td>
</tr>
<tr>
<td>SPD 610</td>
<td>Sport Product Logistics and Supply Chain</td>
<td>3</td>
</tr>
<tr>
<td>SPD 799</td>
<td>Sport Product Development Internship</td>
<td>6</td>
</tr>
<tr>
<td>Choose one of the following:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>SPD 606</td>
<td>Sport Product Branding</td>
<td>3</td>
</tr>
<tr>
<td>SPD 607</td>
<td>Sport Product Design</td>
<td></td>
</tr>
<tr>
<td>SPD 608</td>
<td>Digital Products &amp; Services</td>
<td></td>
</tr>
<tr>
<td>SPD 612</td>
<td>Retail Management</td>
<td></td>
</tr>
<tr>
<td>MSA 550</td>
<td>Strategic Sport Marketing</td>
<td>3</td>
</tr>
<tr>
<td>MSA 611</td>
<td>Risk Management and Contract Negotiation</td>
<td>3</td>
</tr>
<tr>
<td>Total Credits</td>
<td>33</td>
<td></td>
</tr>
</tbody>
</table>

Roadmap

First Year

<table>
<thead>
<tr>
<th>Fall</th>
<th>Spring</th>
</tr>
</thead>
<tbody>
<tr>
<td>SPD 500</td>
<td>SPD 505</td>
</tr>
<tr>
<td>SPD 501</td>
<td>MSA 550</td>
</tr>
<tr>
<td>SPD 502</td>
<td>MSA 611</td>
</tr>
</tbody>
</table>

Second Year

<table>
<thead>
<tr>
<th>Fall</th>
<th>Spring</th>
</tr>
</thead>
<tbody>
<tr>
<td>SPD 609</td>
<td>SPD 799</td>
</tr>
<tr>
<td>SPD 610</td>
<td></td>
</tr>
</tbody>
</table>

Elective

Students must choose one elective from the following list: SPD 606, SPD 607, SPD 608, or SPD 612

Learning Goals & Objectives

Learning Goal 1: Knowledge-Observed in Writing

Candidates in the GR Sport Product Development program will demonstrate content and professional knowledge necessary for successful performance in their field.

Students will:

- Objective A: Demonstrate an understanding of the common principles of sport management; sport leadership; sport operations management; event and venue management; and sport governance.
- Objective B: Demonstrate an understanding of the principles of finance, and the economics of sport as they fit into national and international economies.

Learning Goal 2: Knowledge – Observed Skills and Dispositions

Candidates in the GR Sport Product Development program will demonstrate professional skills and dispositions necessary for successful performance in their field.

Students will:

- Objective A: Demonstrate the ability to communicate with various public and professional audiences through written texts, oral discussions, and multi-media presentations.
- Objective B: Demonstrate skill in the application of the basic principles of interpersonal and mass communications through interaction with internal and external sport publics.
- Objective C: Demonstrate essential management and business related skills in the work place.
- Objective D: Demonstrate skillful operation of technology and assessment related tools that may be applied to various sport management settings.

Learning Goal 3: Service

Candidates in the GR Sport Product Development program will demonstrate willingness to use their skills to benefit and serve society. Within the contexts of their work, candidates promote authentic learning, social and emotional development, and a commitment to social justice in environments that foster respect for diversity and the dignity of all.

Students will:

- Objective A: Understand the critical social, psychological, and philosophical base issues of the sport environment.
• Objective B: Understand moral and ethical implications of sport policy
and strategies.

Learning Goal 4: Professionalism
Candidates in the GR Sport Product Development program will demonstrate
self-reflection as a habit of mind, continuously assessing and refining their
professional practice as they construct a rich repertoire of research-based
knowledge, skills, and attitudes for effective performance ensuring that all
students and/or clients have optimal opportunities to learn and grow.

Students will:
• Objective A: Learn to ask challenging, probing questions and seek
thorough, well-rounded answers.
• Objective B: Act with integrity and fairness to ensure a professional
system of accountability for every student’s academic and social
success and will model principles of self-awareness, reflective practice,
transparency, and ethical behavior.

Learning Goal 5: Leadership
Candidates in the GR Sport Product Development program will become
adept at applying their acquired knowledge in the process of evaluating
their own professional performance and decision-making with respect to its
impact on students and/or clients, organizations, and wider community.

Students will:
• Objective A: Demonstrate the ability to assume leadership roles in
various professional settings and work effectively with diverse groups
and organizations seeking to improve the performance of those they
lead.
• Objective B: Understand and can anticipate and assess emerging trends
and initiatives in the sport environment.

Courses
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-
t 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 506 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
development 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 607 Sport Product Design 3 Credits
Focuses on designing products with an athlete and consumer focused
product brief. The course will include learning about materials, sustainability
specifications, as well as how to make a prototype. The main goal of this
course is for you to design and the production methods for any sports
product. 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 the 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 covers 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 College 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 and spring.