

Associate Professor Peter Gifford, Chair

The Applied Physiology and Sport Management program provides a rigorous curriculum for understanding the biological basis of health and

ment.

Applied Physiology and Enterprise Courses

3351. Nutrition. An examination of the role that nutrition plays in health and optimal function, including the impact of nutrition on obesity, heart disease, stroke, cancer, eating disorders and specific populations.

4412. Advanced Exercise Physiology. This course introduces students to measurement techniques used to assess physiological responses to exercise. Students take measurements on each other in structured laboratory experiences. Prerequisites: APSM 4441 Anatomy and APSM 3311 Exercise Physiology.

Sport Management Courses

3372. Advanced Public Relations in Sport. This course provides an overview of sport industry-specific communications, including public relations, media relations and community relations.

4345. Sports Marketing. This course provides a strategic framework to understand market dynamics, trends, consumer behavior, products, delivery systems, and marketing and promotional strategies that shape and drive the sports marketing industry.

Elective Courses

5160, 5260, 5360. Teaching Practicum. Students assist the instructor in conducting a course in which they have previously excelled. Three credit hours maximum allowed. Prerequisites: Junior or senior standing, and demonstrated academic excellence when previously enrolled in the same course (no less than an A-); instructor approval required.