

**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.