

**SPORTS PRODUCT MANAGEMENT  
PORTLAND MASTER'S PROGRAM**

# STUDENT ROADMAP



	FALL YEAR 1 <b>INSIGHTS</b>	WINTER YEAR 1 <b>CREATION</b>	SPRING YEAR 1 <b>BUSINESS</b>	FALL YEAR 2 <b>GLOBAL</b>	WINTER YEAR 2 <b>LAUNCH</b>
MARKETABLE SKILLS	<ul style="list-style-type: none"> <li>• Consumer insights</li> <li>• Competitive analysis</li> <li>• Marketplace opportunity</li> </ul>	<ul style="list-style-type: none"> <li>• Product brief</li> <li>• Product marketing</li> <li>• Costing</li> </ul>	<ul style="list-style-type: none"> <li>• Financial plan</li> <li>• Balanced scorecard</li> <li>• Marketing plan</li> </ul>	<ul style="list-style-type: none"> <li>• Global awareness</li> <li>• Demand planning</li> <li>• Product testing</li> </ul>	<ul style="list-style-type: none"> <li>• E-commerce</li> <li>• Sell-in</li> <li>• Product launch</li> </ul>
CLASSES	<ul style="list-style-type: none"> <li>• Product Line Management</li> <li>• Human Physiology</li> <li>• Consumer Research</li> <li>• Sports Branding</li> <li>• Smart Products</li> <li>• Integrated Lab</li> </ul>	<ul style="list-style-type: none"> <li>• Design Thinking</li> <li>• Green Materials</li> <li>• Sourcing and Costing Strategies</li> <li>• Product Development</li> <li>• Integrated Lab</li> </ul>	<ul style="list-style-type: none"> <li>• Global Business</li> <li>• Strategic Management</li> <li>• Sustainable Logistics</li> <li>• Marketing Strategy</li> <li>• Integrated Lab</li> </ul>	<ul style="list-style-type: none"> <li>• International Sports Products</li> <li>• Legal Aspects of Sports Business</li> <li>• New Venture Planning</li> <li>• Financial Accounting</li> <li>• Integrated Lab</li> </ul>	<ul style="list-style-type: none"> <li>• Leadership</li> <li>• Industry Projects</li> <li>• Capstone</li> </ul>
EXPERIENTIAL/PERSONALIZED	<ul style="list-style-type: none"> <li>• Mentors (ongoing)</li> <li>• Coaches (ongoing)</li> <li>• Company visits (ongoing)</li> </ul>	Europe, New York, East Coast industry trip	Bend sustainability trip	Asia international trip	
PROJECT	Product brief and brand plan	Tech pack	Business plan	Global launch	Capstone, industry partner project
LEADERSHIP	Insights discovery and marketing yourself	Five disfunctions of a team	Intercultural effectiveness, internship planning	Career plan	Leadership

\*SUBJECT TO CHANGE  
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