



Florida State University
College of Education
Sport Management Program

SPM 5350 Athlete Recruitment (3 credit hours)

Recruiting is an integral part of successful intercollegiate programs and it is imperative that coaches at all levels (high school, junior college, NAIA and NCAA) are educated in this complicated and expensive process. The course will cover all facets of recruiting including talent and academic evaluation, compliance, technology, official and unofficial visits, decision-making theories, commitments, and ethical issues.

COURSE OBJECTIVES:

At the conclusion of this course, students are expected to be able to do the following:

1. Be familiar with and be able to interpret the different rules and regulations for each level of college recruiting;
2. Synthesize numerous decision-making theories and how and why athletes make decisions;
3. Implement sales & negotiation techniques for successful recruiting;
4. Organize all the details in the recruiting process;
5. Analyze talent and prospective student-athletes potential;
6. Design an annual recruiting strategy for their school or university;
7. Develop a recruiting budget and be able to forecast expenditures within a given budget year;
8. Integrate the principles of communication used with recruits such as writing letters, phone calls, emails, etc.;
9. Explore the use of technology available in recruiting.