

**KINS 3430 (3 Credits)**  
**SPORT BUSINESS PRACTICE: Sport Management Principles**  
The University of Georgia, Fall 2008  
Time: **TR 3:30 – 4:45**  
Location: **114 Ramsey**

Instructor: Daniel Larson, MS  
Email: **bshark@uga.edu**  
Office: 346 Ramsey  
Office Hours: TR 2:00 – 3:00 and by appointment

## **READINGS**

### **Required:**

- (1) Masteralixis, L. P., Barr, C. A., & Hums, M. A. (2009). *Principles and practice of sport management* (3rd eds.). Sudbury, MA: Jones and Bartlett.
- (2) Articles (Available via WebCT)

### **Optional/ Suggested:**

- (1) Street & Smith's SportsBusiness Journal (Weekly) < [www.sportsbusinessjournal.com](http://www.sportsbusinessjournal.com) >
- (2) Duderstadt, J. J. (2003). *Intercollegiate athletics and the American university: A university president's perspective*. Ann Arbor, MI: The University of Michigan Press.
- (3) Danielson, M. N. (1997). *Home team: Professional sports and the American metropolis*. Princeton, NJ: Princeton University Press.
- (4) Spoelstra, J. (1997). *Ice to the Eskimos: How to market a product nobody wants*. New York: HarperBusiness.

## **COURSE DESCRIPTION**

This course is designed to:

- a) Provide students with a broad appreciation of sport management (and sport marketing) and its function as a vital component of sport industry.
- b) Provide students with an understanding of management and marketing concepts as they are currently being applied in sport management contexts.
- c) Equip students with the skills to perform basic management/ marketing responsibilities.
- d) Provide a foundation for students to engage in advanced work in management, marketing, or related fields.

## **COURSE OBJECTIVES**

The objectives of this course are to:

- a) Provide the student with an overview of the structure of the sport industry as well as business issues facing sport organizations and how management/marketing techniques can be applied to solve business problems.
- b) Introduce the various sub-disciplines within sport management to students.
- c) Students will become familiar with career opportunities in sport management and will have the opportunity to develop effective written and oral communication skills critical to success in the sport industry (e.g., Developing a comprehensive business plan in sport).

## **COURSE POLICES and EXPECTATIONS**

- a) You are expected to attend class. Any work missed due to an absence **MAY NOT BE MADE UP**. Each student is permitted **TWO** unexcused absences without a penalty. You

are also permitted TWO excused absences provided you notify the instructor prior to 48 hours before the start of class, via e-mail or snail mail (require written documentation of a situation). If you miss FIVE classes, the highest grade you can earn is a B+. No EXCEPTIONS. Please note that all assignments are due even if you are not in class. Missing a class while showing up to turn something in is not acceptable and will not be considered. In-class assignments CANNOT be made up. All late assignments result in a 10 point/day (not class day, every day) penalty.

- b) You are expected to be on time.
- c) **YOU ARE EXPECTED TO BE FULLY PREPARED FOR CLASS AND FULLY ENGAGED WHILE IN CLASS.** I expect you to have read all assigned readings, taken notes as applicable, and be prepared and willing to discuss all readings in detail and take part in group work to the fullest extent.
- d) Please do NOT hesitate to ask me for additional help if you need it. I am more than willing to provide such assistance. Remember, you earn grades, I do not give them.

### HONOR CODE

All academic work must meet the standards contained in “A Culture of Honesty.” Each student is responsible to inform themselves about those standards before performing any academic work.

### COURSE REQUIREMENTS/ EVALUATION

#### Point Structure:

Item	%	Points
Current Topic Discussion Leader	5	25
Participation - Reading Quizzes(5)/Minute papers(5)	10	50
Professional Resume/Career Plan	10	50
Project #1	10	50
Mid-term exam (In-class)	20	100
Sport Marketing Final Team Project (Project #2)	20	100
Final Exam	25	125
Total	100	500

\* Extra-Credit Activities Vary: Inviting a guest lecturer (1~2). Approval required

#### Grading Scale:

A	= 93.0 ~ 100 % (465~500 pts)
A-	= 90.0 ~ 92.9 % (450~464.9 pts)
B+	= 87.0 ~ 89.9 % (435~449.9 pts)
B	= 83.0 ~ 86.9 % (415~434.9 pts)
B-	= 80.0 ~ 82.9 % (400~414.9 pts)
C+	= 77.0 ~ 79.9 % (385~399.9 pts)
C	= 73.0 ~ 76.9 % (365~384.9 pts)
C-	= 70.0 ~ 72.9 % (350~364.9 pts)
D	= 60.0 ~ 69.9 % (300~349.9 pts)
F	= 0.0 ~ 59.9 % (0 ~ 299.9 pts)

**Discussion Leader** – Students, in assigned groups of 2, will be required to lead a class discussion regarding a sport issue. Students are expected to exhibit a thorough knowledge of the topic (thus, you will have to do **extra** research in the area), ask though-provoking questions, tie in the topic to their experiences, classwork, and/or internships, and generally, create a discussion that provides a valuable and

interesting learning experience for the rest of the class. Groups will be provided 15 minutes of class time for these discussions.

**Participation & In-class Activities** – Students will be working on several different in-class activities and actively participating in class discussions. There will be no less than 5 short reading check quizzes that will cover the assigned readings AND at least 5 “one minute” papers and in class topics of discussion, so it is imperative that you attend class and stay involved.

**Professional Resume/ Career Plan** – A professional resume outlining your education, work experience and relevant skills is required. Students will submit updated resumes with a career preparation plan. Check the following website for templates - <http://www.career.uga.edu/STUDENTS/resumes.html> You will have two opportunities for their evaluation (25 points possible for each) so you can use the first due date for valuable feedback.

**Project 1: Sport Organization/Governing Body/Industry Segment Study** – Students, **in 4-person** teams that I assign, will be responsible for analyzing one segment of the sport industry (including a sport organization, governing body, or industry segment – e.g., Atlanta Falcons; NCAA, or WNBA; Sport apparel industry or Licensing sector). Each report must include information regarding the historical aspects, governance (and organizational structure), financial and legal concerns, relevant statistics, career opportunities and necessary qualifications, along with the **current issues** of concern to sport managers in that area. I encourage you to contact employees/managers from the respective organizations.

**Project 2: Sport Marketing Project (Event/Sponsorship Project)** – Students, **in 4-person teams**, will be responsible for developing a **comprehensive marketing proposal** on behalf of a designated sport organization/event. Each team will prepare a written sport marketing proposal and deliver a 15~20 minute oral presentation of the proposal in class.

<SPORT MARKETING PLAN> should include the following:

- The Cover Letter
- Executive Summary
- Introduction
- Marketing Goals and Objectives
- SWOT Analysis
- Consumer Information
- Marketing Strategies
- (Corporate) Sponsorships
- Timeline, Evaluation, and References.

**Midterm and Final Exam** – Two written tests will be given. They will include materials from the lecture and assigned readings. No make-up is allowed.

## **READINGS – ARTICLES & CASE STUDIES**

\* Additional articles and case studies will be provided via WebCT

## **NOTICE**

The course syllabus is a general plan for the course; deviations announced to the class by the instructor may be necessary.