

KINS 3430 (3 Credits)  
SPORT BUSINESS PRACTICE: Sport Management Principles  
The University of Georgia, Fall 2007

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Office:	361 Ramsey	Time:	<b>TR 3:30 – 4:45</b>
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### **READINGS**

#### **Required:**

- (1) Masteralix, L. P., Barr, C. A., & Hums, M. A. (2005). *Principles and practice of sport management* (2<sup>nd</sup> 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) Bissinger, H. G. (2000). *Friday night lights: A town, a team, and a dream*. Philadelphia, PA: Da Capo Press.
- (3) Duderstadt, J. J. (2003). *Intercollegiate athletics and the American university: A university president's perspective*. Ann Arbor, MI: The University of Michigan Press.
- (4) Danielson, M. N. (1997). *Home team: Professional sports and the American metropolis*. Princeton, NJ: Princeton University Press.
- (5) 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, either via e-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 then 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	DUE
Participation/ In-class activities	10	50	Weekly
Midterm Exam (In-class)	20	100	10/11 (THR)
Final Exam (In-class)	20	100	TBA
Professional Resume (Before & After)	5	25	8/30 (R) & 12/6 (R)
Current Issue – Discussion Leader	5	25	Weekly
Sport Org/Sector Study	20	100	
<i>Written Report</i>	15	75	10/ 4 (R)
<i>Oral Presentation</i>	5	25	10/2, 10/4, 10/9
Sport Marketing Project	20	100	
<i>Written Report</i>	15	75	11/29 (R)
<i>Oral Presentation</i>	5	25	11/27, 11/29, 12/4
<b>TOTAL</b>	<b>100 %</b>	<b>500</b>	
* Extra-Credit Activities	Vary	Vary	
Inviting a guest lecturer	(1~2)	(5~10)	Approval required

**Grading Scale:**

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

**Participation & In-class Activities** – Students will be working on several different in-class activities and actively participating in class discussions.

**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.

**Professional Resume/ Career Plan** – A professional resume outlining your education, work experience and relevant skills is required. Check the following website for templates - <http://www.career.uga.edu/STUDENTS/resumes.html> At the end of this semester, students will submit updated resumes with a career preparation plan.

**Sport Topic Discussion Leader** – Students, **in 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.

**Project 1: Sport Organization/ Governing Body/ Industry Segment Study** – Students, **in 4-person teams**, 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. The instructor encourages students 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 (and when possible, to the designees from the respective organizations).

<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.

## **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.

**TENTATIVE SCHEDULE**

\*Course schedules are subject to change, especially in case of inviting guest lecturers.

<b>WK</b>	<b>Date</b>	<b>Topic</b>	<b>Assignment</b>	<b>ETC</b>
0	8/16 (R)	Orientation		
1	8/21 (T)	Ch 1 – Introduction to S-MGMT		
	8/23 (R)	Critical Skills		Discuss # 1
2	8/28 (T)	Ch 2 – MGMT		Discuss # 2
	8/30 (R)	Ch 4 – S-Finance	<b>1<sup>st</sup> Resume Due</b>	Discuss # 3, 4
3	9/ 4 (T)	Ch 3 – S-MKTG		Discuss # 5
	9/ 6 (R)	Ch 7 – H.S. Sports		Discuss # 6, 7
4	9/11 (T)	Ch 8 – College Sports		Discuss # 8
	9/13 (R)	Ch 9 – Int’l Sports		Discuss # 9, 10
5	9/18 (T)	Ch 10 – Professional Sports		Discuss # 11
	9/20 (R)	Ch 19 & 20 – Rec & Fitness Sports		Discuss # 12, 13
6	9/25 (T)	Ch 11 – Sports Agency		Discuss # 14, 15
	9/27 (R)	Mgmt. – Catch-up		<i>NRPA conf.</i>
7	10/ 2 (T)	Sport Org Study Presentations (1)		
	10/ 4 (R)	Sport Org Study Presentations (2)	<b>Written Plan Due</b>	
8	10/ 9 (T)	Sport Org Study Presentations (3)		
	10/11 (R)	<b>MIDTERM</b>	<b>MIDTERM</b>	
9	10/16 (T)	Ch 14 – Sport Sales		Discuss # 16
	10/18 (R)	Ticket Sales		Discuss # 17, 18
10	10/23 (T)	Ch 15 – Sponsorship		Discuss # 19
	<b>10/25 (R)</b>	<b>NO CLASS – FALL BREAK</b>		
11	10/30 (T)	Ch 18 – Goods & STLM		Discuss # 20, 21
	<b>11/ 1 (R)</b>	Commercial/Mktg.		<i>SMA Conf.</i>
12	11/ 6 (T)	Ch 13 – Event MGMT		Discuss # 22
	11/ 8 (R)	Ch 12 – Facility Mgmt.		
13	11/13 (T)	Facility Mgmt.		
	11/15 (R)	Facility Mgmt.		<i>ICSEB Conf.</i>
14	11/20 (T)	Review/ Group Work		
	<b>11/22 (R)</b>	<b>NO CLASS – THANKSGIVING</b>		
15	11/27 (T)	Mktg. Plan Oral Presentations (1)		
	11/29 (R)	Mktg. Plan Oral Presentations (2)	<b>Written Plan Due</b>	
16	12/ 4 (T)	Mktg. Plan Oral Presentations (3)		
	12/ 6 (R)	TBA/Review	<b>2<sup>nd</sup> Resume Due</b>	
FIN	12/13 (R)	<b>FINAL EXAM</b>		

**Current Issue Discussion Leader – Schedule**

<b>Discussion Group #</b>	<b>Date</b>	<b>Student Name</b>
1	8/23 (R)	Abbasi, David Allen, Nicholas
2	8/28 (T)	Arinze, Nneka Alicia Black, James
3	8/30 (R)	Clonts, Anita Lynn Dennison, Shaka
4	8/30 (R)	Donaldson, Andrew Echols, Jessica
5	9/ 4 (T)	Finney, James Thomas Fuller, Rahmel
6	9/ 6 (R)	Grantham, Cole Hall, Brandon W.
7	9/ 6 (R)	Herrera, Dakota Shaw Hudgens, John Nathan
8	9/11 (T)	Ivanov, Darya Jackson, Andrew Mile
9	9/13 (R)	Jones, Michele Wheel Kersey, Kyle Andrew
10	9/13 (R)	Kobialka, Evan Maner, Daniel
11	9/18 (T)	Manning, Virginia Marvel, Claire
12	9/20 (R)	McCullough, Chelseal Mitchell, Shavario

<b>Discussion Group #</b>	<b>Date</b>	<b>Student Name</b>
13	9/20 (R)	Moore, Steven Dwayne O'Connell, James Chr
14	9/25 (T)	Pinholster, Lauren K Raborn, Ashley Lynn
15	9/25 (T)	Robinson, Sahr Allan Rogers, Joseph Stanl
16	10/16 (T)	Sands, Amanda Jeanne Short, Lucas MacArth
17	10/18 (R)	Simmons, Joey Monoli Smyke, Caitlin Eliza
18	10/18 (R)	Steadman, Cambri Lav Stone, Claire Eden
19	10/23 (T)	Szolysek, Kamila Ev Taylor, Kevin Michae
20	10/30 (T)	Teitelbaum, Neil Lou Timms, Kevin Paul
21	10/30 (T)	Walker, Taylor Cleme Walter, Carrie Josep
22	11/ 6 (T)	Zimmerman, Amy Nicol Wood, Dylan Thomas
23	11/ 6 (T)	
24	11/ 8 (R)	