

KINS 3430 (3 Credits)
 SPORT BUSINESS PRACTICE: Sport Management Principles
 The University of Georgia
 Fall 2009

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NOTICE

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

READINGS

Required:

- (1) Spoelstra, J. (1997). *Ice to the Eskimos: How to market a product nobody wants*. New York: HarperBusiness.
- (2) Additional articles and case studies will be provided via ELCs

Suggested:

- (1) Street & Smith's SportsBusiness Journal (Weekly) < www.sportsbusinessjournal.com >
- (2) Masteralix, L. P., Barr, C. A., & Hums, M. A. (2007). *Principles and practice of sport management* (3rd eds.). Sudbury, MA: Jones and Bartlett.

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 each class; either via e-mail (require written documentation of a situation). **If you miss FIVE classes** (including excused absences), **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	%	DUE
Participation/ In-class activities	5	Weekly
Final Exam (In-class)	40	12/15 (T)
Professional Resume (Before & After)	5	9/ 3 (R) & 12/ 3 (R)
Sport Event Audit	5	9/10 (R)
Book review: <i>Ice to the Eskimos</i>	5	10/22 (R)
Sport topic – Discussion Leader	5	Weekly
1 st project – Sport Org/Sector Study	15	
<i>Topics & Members</i>	--	8/25 (T)
<i>Written Report</i>	10	10/ 1 (R)
<i>Oral Presentation</i>	5	9/22 (T), 9/24, 9/26
2 nd project – Sport Marketing Project	20	
<i>Topics & Members</i>	--	10/13 (T)
<i>Written Report</i>	13	11/ 19 (R)
<i>Oral Presentation</i>	7	11/10 (T), 11/12, 11/17
TOTAL	100 %	

Grading Scale:

A = 93.0 ~ 100 %	C+ = 77.0 ~ 79.9 %
A- = 90.0 ~ 92.9 %	C = 73.0 ~ 76.9 %
B+ = 87.0 ~ 89.9 %	C- = 70.0 ~ 72.9 %
B = 83.0 ~ 86.9 %	D = 60.0 ~ 69.9 %
B- = 80.0 ~ 82.9 %	F = 0.0 ~ 59.9 %

Course Requirements:

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

Final Exam – One written test will be given. They will include materials from the lecture and assigned readings. No make-up is allowed.

Professional Resume – 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> Students should submit updated resumes.

Sport Event Audit (Written Report) – Students will attend a designated sporting event (EXCEPT UGA football events) and, assuming the role of a marketing researcher; individually evaluate the game experience and environment. You must provide marketing recommendations. 3 double-spaced pages (3 going 4, not 2 going 3), time new roman, font size 12, 1 inch page margins.

- UGA Soccer 8/21, 8/28, 8/30, 9/4, 9/6 at Athens, GA
- Gwinnet Braves 8/22-8/24, 9/5-9/7 at Gwinnet
- Atlanta Braves 8/21-8/23, 8/25-8/27, 9/4-9/6 at Atlanta
- ATL Motor Speedway 8/21, 8/22-8/23, 8/28
- Atlanta Dream 8/20, 8/23, 8/25
- Atlanta Falcons 8/29, 9/3
- Atlanta Dragway at Commerce, GA

Book Review – One of your assignments is to write a critical review of Jon Spoelstra's best-selling book, *Ice to the Eskimos*. Your analysis should conclude with an assessment of Spoelstra's contribution to sport marketing literature, for better and for worse. Please confine your review to **no more than 5 pages** (double-spaced typed; time new roman, font size 12; 1 inch page margins; APA writing style) - <http://www.libs.uga.edu/ref/apastyle.html>

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 thought-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 20 minute oral presentation of the proposal in class.

TENTATIVE SCHEDULE

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

WK	Date	Topic	Assignment	ETC
1	8/18 (T) 8/20 (R)	Orientation Introduction to S-Business	<i>Pic & Name</i>	
2	8/25 (T) 8/27 (R)	Management	1st group topics due	Discuss # 1 Discuss # 2, 3
3	9/ 1 (T) 9/ 3 (R)	Strategy Finance	1st Resume Due	Discuss # 4 Discuss # 5, 6
4	9/ 8 (T) 9/10 (R)	Marketing	Audit Paper Due	Discuss # 7 Discuss # 8, 9
5	9/15 (T) 9/17 (R)	Sponsorship		Discuss # 10 Discuss # 11, 12
6	9/22 (T) 9/24 (R)	Sport Org Study Presentations (1) Sport Org Study Presentations (2)		
7	9/29 (T) 10/ 1 (R)	Sport Org Study Presentations (3)	1st Written Paper Due	
8	10/ 6 (T) 10/ 8 (R)	Event Mgmt		Discuss #13
9	10/13 (T) 10/15 (R)	Facility	2nd group topics due	Discuss # 14 Discuss # 15, 16
10	10/20 (T) 10/22 (R)	Pro-sports	Book Review Due	Discuss # 17 Discuss # 18, 19
11	10/27 (T) 10/29 (R)	College sports		Discuss # 20, 21 (SMA conf.)
12	11/ 3 (T) 11/ 5 (R)	Int'l Sports		
13	11/10 (T) 11/12 (R)	Mktg. Plan Oral Presentations (1) Mktg. Plan Oral Presentations (2)		
14	11/17 (T) 11/19 (R)	Mktg. Plan Oral Presentations (3)	2nd Written Plan Due	(ARNOVA conf.)
15	11/24 (T) 11/26 (R)	NO CLASS – Thanksgiving NO CLASS – Thanksgiving		
16	12/ 1 (T) 12/ 3 (R)	Catch-up Review	2nd Resume Due	
FIN	12/15 (T)	FINAL EXAM		