

The University of Georgia
Department of Counseling and Human Development Services
Recreation and Leisure Studies Program
Marketing and Finance in Recreational Programs, Fall, 2007
RLST 5020/7020

Instructor: Dr. Jane A. Russell

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Office Hours: Tuesday and Thursday, 12 p.m. – 12:30 p.m. and 1:45 p.m. to 2:15 p.m. or by appointment.

Class: Tuesday and Thursday, 12:30 p.m. -1:45 p.m., 215 Ramsey Student Center

The syllabus is a general plan for the course. Deviations announced in class by the instructor may be necessary.

Course Description: Using the practical approach of studying capital project development and programs and services in recreational settings, students will learn about financial administration and marketing including budget development and management, budgeting categories, fiscal responsibility, funding sources, creative promotion, and participant satisfaction. The primary goal is learning to use marketing and financial management as tools to support effective facility and program planning and operation.

Course Materials:

Readings available on course Web CT

Reference books available for review from Department Office.

Attendance and Class Participation: In an effort to provide a practical construct for this class, we will use that of operating as a staff. Thus, as with staff meetings in an employment setting, you are expected to attend all classes and participate fully and attentively. We will circulate a sign-in sheet at the conclusion of each class. Should you have an emergency arise and need to miss a meeting, you must notify the instructor at least 24 hours in advance. Please use e-mail or telephone to the instructor. During class sessions, cell phones and computers are not to be used.

Problems/Concerns: Any student with special needs should speak to the instructor during the first week of class. Every effort will be made to accommodate effectively the student with a disability or special need. If you encounter a problem that affects your participation in this course, contact the instructor immediately. Accommodation Needs:

We are committed to providing access to all persons regardless of ability. If you have a documented disability or any other special needs and wish to discuss academic accommodations, please contact us as soon as possible. Necessary academic accommodations will be made for you based on the recommendations received from Disability Services. You must be registered with Disability Services to receive academic accommodations. Please visit <http://www.dissvcs.uga.edu> or call 706-542-8719 to learn more.

Culture of Honesty: Students are expected to do their own work for individual course assignments and to contribute equally to group assignments. Any student found plagiarizing a written assignment or falsifying a course requirement will receive either a failing grade for the course or be referred for University disciplinary action.

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

Assignments: Exams in the course are cumulative. Written reports, book reviews, and oral presentations are included to provide other vehicles to express what is being learned. The latter have a practical element which may make them useful in your portfolio.

Assignments are expected to be completed according to the schedule presented in the syllabus. Late submissions are not acceptable unless there is a documented emergency. Requests for a make-up exam must be made to the instructor and will be considered on an individual basis.

Grading:

- First exam – 15%
- First individual report (written) – 10%
- Second individual report (written) – 10%
- Book review (written and oral) – 10%
- Group Project: Marketing Plan (written and oral) – 15%
- Class participation – 5%
- Final exam – 35%

A = 93 - 100%
A- = 90 - 92%
B+ = 88 - 89%
B = 83 - 87%
B- = 80 - 82%
C+ = 78 - 79%
C = 73 - 77%
C- = 70 - 72
D = 60 - 69%
F = 59% or lower

Course Time Line
(subject to change by instructor)

August 16	Introduction to Course and Colleagues
August 21	Buildings and Business in Campus Recreation Reading: Taylor et al., pp. 73-75
August 23	Developing Campus Recreation Facilities/planning & financing Reading: Taylor et al., pp. 75 - 78
August 28	Campus Rec Facilities/construction, completion & opening
August 30	Class Adjustment
September 4	Learning from others: individual reports on facility development And funding at other universities
September 6	Learning from others/continued presentation of reports
September 11	Learning from others/ balance of reports
September 13	University Finances – John Ayoob, Assistant VP for Student Affairs
September 18	Management of Finances: in depth study of campus rec finances Reading: Franklin & White article
September 20	Public Recreation Financial Management: Gwinnett as an example Reading: Maynard & Powell; Guest speaker from Gwinnett County Recreation Department
September 25	Clearing the Air: Questions and Concerns So Far; Review
September 27	First Exam

October 2	Grant Writing – guest speaker, Dr. Gwynn Powell
October 4	Grant Writing (cont.) – guest speaker, Dr. Gwynn Powell
October 9	Budget Specifics at UGA Reading: Taylor et al., pp. 78-85
October 11	Budget Specifics: guest speakers from Rec Sports at UGA
October 16	Programs & Services: what to offer; how to fund: comparing UGA with other universities
October 23	Marketing & Promotion: Attracting and Retaining Reading: Ko & Pastore, Franklin on Entrepreneurship
October 25	Fall Break
October 30	Marketing Campus Programs – guest speakers from UGA
November 1	Book Reviews of Popular Marketing Books: Presentations
November 6	GRPA/ Jekyll Island
November 8	Book Reviews (continued)
November 13	Book Reviews (concluded)
November 15	Aim for the Target and The Psychology of Marketing – Reading: Sections 3 and 4 of Rudick
November 20	After Marketing: Keep Them Coming Reading: Section 6 of Rudick
November 27	Marketing Plan Presentations
November 29	Marketing Plan Presentations
December 4	(Friday Class Schedule via University)
December 6	Semester Review and Assessment
December 7	Reading Day
December 13	Final Exam 12 p.m. – 3 p.m.