

**Grading Policy**

**Tests** - All tests are graded on a 100-point basis, unless otherwise stated. Tests could be multiple choice, matching column, true-false, essays or a combination of any of these. Students will be given notice of all tests.

**Quizzes** - Quizzes are graded on a 50-point basis unless specified otherwise, can be either announced or unannounced and can be given in class or as homework.

**Projects/Papers** - All projects, papers, presentations are graded on a 100-point basis, unless specified otherwise. Students will be given advanced notice as to when a project/paper is due. Projects/Papers will lose ten points for every day they are late.

**Homework** - Homework will be assigned regularly. It could range from reading about an upcoming topic to written work. All homework is due the day after it is assigned unless you are told otherwise. All homework assignments must be totally complete in order to receive credit.

**Course Description**

In this course, we will examine:

- The principles and practice of sports management including how key principles are applied to sports management (marketing, management, economic, legal and ethical principles).
- The differences among managing in the amateur sports industry including high school, college and international sports.
- The professional sports industry and its connection to the sports agency business.
- How sports support segments including event management, sports sales and sports analytics, and careers in the industry.

**I. Required Text**

Carol Barr, Mary A. Hums and Lisa P. Masteralexis. Principle and Practice of Sports Management.

Jones & Bartlett Learning, Burlington, Massachusetts.

Wall St. Journal

Sports Business Journal

## **II. Attendance Policy:**

Class attendance and punctuality will be recorded for the entire semester. You are expected to attend all classes regularly in accordance with the school district's attendance policy. Frequent unexcused absences may cause the student to lose credit for the course.

## **III. Grades**

Grades will be based on the following standards.

Course grade will be determined as follows. 50% - unit tests/exams, 30% - unit projects, 10% - homework assignments, essays and 10% class participation/preparedness.

## **Principles and Practice of Sports Management:**

### **Unit I – Foundations of Sports Management - Chapters 1-6**

In this unit students will...

- Demonstrate knowledge of the roots of modern-day sports management structure.
- Assess the role that people play in the success of a sports organization and examine new theories of management.
- Differentiate between sports marketing and traditional marketing and evaluate social media's role in sports marketing.
- Evaluate the economic magnitude of the sports industry.
- Understand that sports managers have a basic understanding of legal principles and need to know when to seek legal assistance.
- Understand the role that ethics and morals play in guiding human behavior.

### **First Examination**

### **Unit II – Amateur Sports Industry - Chapters 7-9**

In this unit students will....

- Evaluate the importance of school and youth sports in contemporary American society.
- Assess the social and economic importance of modern intercollegiate athletics.
- Discuss the effect of major international events on sports.
- Discuss the concept of globalization in the sports industry.

- Identify the effects of global communication on sports and entertainment.

## **Second Examination**

### **Unit III – Professional Sports Industry - Chapters 10-11**

In this unit students will...

- Compare and contrast the league structure and philosophy of the five major North American professional team sports leagues.
- Identify the primary sources of revenue for professional sports leagues.
- Describe the reasons why the sports agency industry has grown so rapidly over the past several decades.
- Discuss the history of the sports agency business.

## **Third Examination**

### **Unit IV – Sports Industry Support Segments - Chapters 12-18**

In this unit students will...

- Describe the history of sports facilities.
- Describe the basics of marketing and promoting events.
- Discuss the emergence and history of the sport event management theory.
- Apply the concept of customer relationship management to the sales process and evaluate the key skills that make for a good salesperson.
- Clearly communicate the definitions and goals of sports management.
- Identify key analytics applications in sports finance, economics, facility and event management, marketing, and contract negotiations.
- Discuss sports broadcasting as an advertising medium.
- Estimate the size and scope of the sporting goods and licensed products industry.
- Differentiate between licensed and branded sports products.

## **Fourth Examination**

## **Unit V – Chapter 19 – Sports Recreation Management**

In this unit students will...

- Differentiate between activities that involve active performance and those in which the consumer is primarily a spectator.
- Describe how sports organizations strive to provide activities that offer personal and social benefits to individuals during their leisure time.

## **Unit VI – Chapter 20 – Strategies for Career Success**

In this unit students will...

- Assess the realities of employment opportunities in the sports industry,
- Design a personal job search strategy for a career in sports.
- Recognize the importance of gaining skills and experience in the sports industry by volunteering and doing sports internships.

## **Fifth Examination (Chapter 19 & 20)**

## **Final Examination**