



## Grading Scale:

93 – 100%	= A	77 – 79.99%	= C+
90 – 92.99%	= A-	73 – 76.99%	= C
87 – 89.99%	= B+	70 – 72.99%	= C-
83 – 86.99%	= B	67 – 69.99%	= D+
80 – 82.99%	= B-	60 - 66.66%	= D
		< 60%	= F

## Graded Components:

### Exams

There will be three (3) in class exams and one final exam. Exam #1 will be held during class time on **Monday, February 25**. Exam #2 will be held during class time on **Monday, March 31**. Exam #3 will be held during class time on **Wednesday, April 30**. The final exam will be held during the assigned time during final exams and **will be cumulative** in nature. These exams will be multiple choice and short essay in nature. **Absolutely no “make-up exams” will be given.**

### Current Sport Management Issues

Beginning the week of February 11 in discussion sections, students will make one 3 to 5 minute presentation on current sport management issues. These presentations will require students to discuss at least three issues from the areas of sport marketing and sport finance. Students are advised to draw information from the following sources: Street & Smith’s SportsBusiness Journal, USA Today, Wall Street Journal, New York Times, Washington Post, and Boston Globe. The issues should be related to the business of sport.

### Discussion Exercises

Over the course of the semester, students will prepare ten (10) one-page papers in response to questions posed based on lectures and readings. Questions will be distributed on Monday and a one-page response will be due at the beginning of the discussion section.

### Personal Career Goals Paper

Based on research and interviews with industry personnel, students will construct 4-6 page papers describing a career track of interest. In particular, students will picture themselves in 10 years, describe their position and responsibilities and discuss the challenges that face them in their careers. The Personal Career Goals Paper is due **at the beginning of class on Friday, May 9<sup>th</sup>**.

## Course Policies:

### Academic Honesty

Please refer to the specific sections in Undergraduate Rights and Responsibilities for information regarding academic honesty. These policies (including cheating on exams and plagiarism) will be strictly enforced. I will not tolerate cheating or plagiarism. **Incidents of academic dishonesty will be prosecuted to the full extent within the university judicial process! Failure to follow these guidelines will result in an “F” for the course.**

### Late Work

Assignments are expected to be submitted on the assigned due date. **Exams will be taken on the assigned date. If you miss the exam, you will receive 0 points.** Late papers and discussion exercises will face a 10% deduction per day until completed.

### Attendance

Class attendance is required of all students. Students will lose **.5% pts per absence**, up to a maximum of 30 pts. Some absences are excused (family illness, personal illness, athletic contests, etc.). However, it is the student’s responsibility to notify the professor **prior to class if they are going to miss class for an excused absence.**

### Extra Credit

Often after a student earns a poor grade, he/she is interested in doing “extra credit” projects to improve their grade. **NO** extra credit projects or assignments will be offered in this class. All students have the same opportunity to succeed on the assigned work. Please use these opportunities to work hard and succeed.

## Suggestions:

- **Attend class** – by missing class, you will miss important material and opportunities to learn
- **Arrive for class on time** – do not come in late, it is disruptive to the lecture and classroom discussion
- **Be prepared for class.** This class completing the assigned readings – be sure that you do so before attending class
- **Notify us in advance of absences from class** – if you are sick, have a problem, etc., we are readily accessible by phone or e-mail.

**Course Outline:**

<b>Date</b>	<b>Topic</b>	<b>Readings/Assignments Due</b>
1/28	Introduction to the Course	
1/30	What is Sport Management? History of Sport Management	Text: Chapter 1
2/1	Discussion #1	
2/4	Management Principles applied to sport mgt	Text: Chapter 2
2/6	Sport Marketing	Text: Chapter 3
2/8	Discussion #2	<b>Discussion Question #1 Due</b>
2/11	Sport Marketing (cont.)	
2/13	Sport Finance	Text: Chapter 4
2/15	Discussion #3 (Current Sport Mgt Issues Begin)	<b>Discussion Question #2 Due</b>
2/18	NO Class – President’s Day	
2/19	Sport Law	Text: Chapter 5
2/20	Sport Ethics	Text: Chapter 6
2/22	Discussion #4 -- Exam Review	<b>Discussion Question #3 Due</b>
2/25	<b>EXAM #1</b>	
2/27	Professional Sport	Text: Chapter 10
2/29	Discussion #5	<b>Discussion Question #4 Due</b>
3 /3	Professional Sport (cont.)	
3/5	Sports Agency	Text: Chapter 11
3/7	Discussion #6	<b>Discussion Question #5 Due</b>
3/10	Collegiate Sport	Text: Chapter 8
3/12	Collegiate Sport	
3/14	Discussion #7	<b>Discussion Question #6 Due</b>
3/17-3/21	SPRING BREAK	
3/24	Event Management	Text: Chapter 13
3/26	Sport Sales	Text: Chapter 14
3/28	Discussion #8 – Exam Review	
3/31	<b>EXAM #2</b>	
4/2	Finding your way in the sport industry	
4/4	Discussion #9	<b>Discussion Question #7 Due</b>
4/7	International Sport	Text: Chapter 9
4/9	Sport Sponsorship	Text: Chapter 15
4/11	Discussion #10	<b>Discussion Question #8 Due</b>
4/14	Sport Sponsorship (cont.)	
4/16	Sport Communication	Text: Chapter 16
4/18	Discussion #11	<b>Discussion Question #9 Due</b>
4/21	NO CLASS – Patriots Day	
4/23	Sport Broadcasting	Text: Chapter 17
4/25	NO DISCUSSION	
4/28	Sport Broadcasting (cont.)/Exam Review	
4/30	<b>EXAM #3</b>	
5/2	Discussion #12	<b>Discussion Question #10 Due</b>
5/5	Facility Management	Text: Chapter 12
5/7	Sporting Goods	Text: Chapter 18
5/9	Disc: Current Sport Management Issues	<b>Personal Career Goals Paper Due</b>
5/12	Wrap-Up and Final Exam Review	