

UNIVERSITY OF MASSACHUSETTS
DEPARTMENT OF SPORT MANAGEMENT

APPLIED SPORT MARKETING RESEARCH
SPRING 2008

SYLLABUS AND COURSE OUTLINE

FOR

SPORTMGT 693A

INSTRUCTOR: Tracy L. Schoenadel

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Office hours: Monday 10:00 to 2:00 and Tuesday 12:30 to 2:00

Text:

Required: TBD

Optional (Readings Required): Creswell, John W. Research Design Qualitative, Quantitative and Mixed Approaches.

Course Description:

The research process is useful in every aspect of sports business. This course presents a managerial as well as technical perspective to research. Quantitative and qualitative tools, techniques and methods of applied research are explored in the framework of general guidelines for empirical work. Topics will include sampling techniques, research design, data collection, and problems of measurement. Statistical methods such as frequency, variability, sampling, and observation will form the basis for performing applied industry research.

Course Objectives. The student who successfully completes this course will have the ability to:

1. Apply the general steps in the applied research process.
2. Comprehend the difference between quantitative and qualitative research and the methods and techniques used in both, as well as their benefits and limitations.
3. Use various sampling techniques, research designs, data collection procedures, and methods of measurement as they relate to the applied research process.

4. Comprehend the use of statistical methods as applied to data analysis and interpretation.
5. Evaluate research projects for need and depth of analysis.
6. Use applied research steps and techniques to develop a research proposal.
7. Appreciate the perspectives of industry and academic experts as they relate to applied research.

Approach. This course will be lecture and discussion format. Late assignments will only be accepted in limited situations (illness or other emergency). If you are unable to attend class, it is your responsibility to inform the instructor prior to class, if possible, and insure you are able to obtain lesson notes, etc. as may be applicable.

Requirements. Requirements of this course consist of the following:

1. It is expected that each student will be prepared to participate in lively, intelligent and professional discussion. Reading assignments and homework must be done prior to attending class so that everyone will benefit from an in-depth and informed discussion of issues.
2. All written assignments are to be typed with spelling, grammar and punctuation in a professional or business standard.
3. Each student will be required to research, formulate, present and write a research proposal/project that might/could be used for the Advanced Special Project. **The proposal will include:**
 - The proposed topic (title) of project or research study.
 - A description of the idea or an explanation of the parameters of the problem, questions or project that will succinctly set the stage for the remaining report. This must include purpose and objectives of intended study as well as the need for/significance of the project.
 - The proposed research design and procedures to be used -- i.e., the research methods/techniques. The design should include: type of research, possible statistical procedures, survey and sampling possibilities, anticipated results (if applicable), etc.
 - The written proposal will be evaluated on the student's successful development of a viable research topic as well as presence and quality of the proposal components including content, organizational coherence and correct usage of the English language and chosen style manual. The in-class presentation will be evaluated based on coverage of the above topical areas and delivery techniques.
 - Each student will also participate (in a group) with a pre-selected research project with an outside company/athletic department. The group will be responsible with meeting the client, developing the research design, questionnaire, implementation of the study and analysis of results.

Evaluation: Course grades will be based upon the quality of critical analysis and discussion of required and recommended readings, participation in-class discussions and projects, and the development, presentation and writing of the research proposal. All students will be expected to participate in a number of hands-on project and assignments designed to develop the necessary critical and practical skills for conducting applied research. Some exercises will involve preparing a brief written report. Others will be presented orally. (Assignments will be described in class as needed.)

The evaluation for the course will be based on the following components and values assigned:

Research Proposal (Midterm)	25 points
Research Project Written & Presentation (Final)	50 points
Participation, discussion and in-class assignments	<u>25 points</u>
Total =	100 points

93-100 = A
88- 92 = AB
83- 87 = B
78- 82 = BC
70- 77 = C
Below 69 = F

Course Outline. This outline may be modified to accommodate related current events, UMass events, unexpected guest speakers or other extraordinary circumstances.

Date & Topic

- January 29** **Topics:**
Introduction and Course Objectives
Sport Research Trends
- February 5** **Topics:**
Types of Research Design and Applications (Quantitative vs. Qualitative)
Class Assignment #1
- February 12** **Topics:**
Setting the Stage for the Research Process
Defining Research Problem, Objectives and Purpose
Determine Questions and Hypotheses
Class Assignment #2
- February 19** **Topics:**
Choosing the Most Efficient Research Design
Sampling
Types of Questions to Ask
Data Collection
Ethical Concerns Associated with Various Research Designs
Class Assignment #3

- February 26** **Topics:**
Statistical Techniques and Applications
Data Management
Writing the Research Report
Class Assignment #4
- March 4** **Topics:**
Focus Groups
Recruiting for Focus Groups
Moderating for Focus Groups
Analyzing Focus Group data
Class Assignment #5
- March 11** **Topics:**
Midterm Due (Research Proposal)
- March 18** **Spring Break**
- March 25** **Topics:**
Data Analysis – Working Session
- April 1** **Topics:**
Data Analysis – Working Session
- April 8** **Topics:**
Data Analysis – Working Session
- April 15** **Topics:**
Research Report – Working Session
- April 22** **Topics:**
Research Report – Working Session
- April 29** **Topics:**
Mock Presentations
- May 6** **Topics:**
Wrap-up