

**WILLIAM PATERSON UNIVERSITY
COLLEGE OF SCIENCE AND HEALTH
DEPARTMENT OF KINESIOLOGY
Winter 2022**

Course Information:

Course: Foundations of Sport Management (SPM 2000-80: 3 Credits)
Class Location: On-Line
Class Period: 1/3-1/21

Contact Information:

Instructor: Dr. John Bae
Office: 973-720-2363
Office Hours: Use Blackboard email or by Zoom appointment
Use group email/announcement if going to be out of town and
unable to respond in 48 hours.

Department Secretary: Mrs. Diane Jagt ((o) 973-720-2362; (e)jagtd@wpunj.edu)

Required Text:

Masteralexis, L. P., Barr, C. A., & Hums, M. (2015). Principles and practice of sport management (5th ed). Jones & Bartlett Learning, LLC

Course Description:

This course provides students with an overview of the knowledge and the structure of the sport industry and issues facing sport organizations and how management techniques can be applied to solve the problems. This course also provides an overview of the different segmentations of the sport industry. So, students will become familiar with career opportunities in sport management.

Course Objectives:

Upon completion of this course the student should be able to:

- Know the different components of sport management, such as marketing, sponsorship, sports finance, media, etc.
- Be able to identify the skills and duties essential to successful performance in a wide range of sport related positions.
- Develop practical knowledge of sport management by participating in a special event.
- Understand the concepts of the business of sport.
- Become aware of the influence of sport on society.
- Identify a personal direction in sport management.
- Be able to incorporate the internet as a source of research.

Course Expectations:

- It is the responsibility of the student to log into the Blackboard daily on Monday through Friday to be aware of possible announcements/reminders and pace your progress in the course.
- You will also be expected to check your Blackboard and WPU email daily.
- You can expect a Blackboard email reply from me within 24 hours on weekdays and within 48 hours on weekends.
- Active online participation- online course activities promote learning and the creation of a learning community, so they are encouraged and expected.
- **You must turn in all completed assignments by the due date**, participate in class discussion, and do their best to contribute in class to take advantage of this course. Students should read outside material, the textbooks, and be prepared for class discussions and questions over the material professionally
- **Communicating with Classmates:** You are encouraged to communicate with classmates to ask questions and share helpful information with each other. You may want to use the “Student Lounge” in the Blackboard Discussion tool as a very effective way to do this. The instructor will check into the Student Lounge occasionally, but it is primarily for you, the students. You are free to discuss course and non-course topics there (of course, adhering to Netiquette guidelines). It’s your digital place to “hang out” with each other.

Technical Requirements:

- This is a 100% online course. You will need the following to be successful in this course:
 - Internet access (preferably high speed)
 - Microsoft Office
 - Adobe Acrobat Reader (free download from <http://get.adobe.com/reader/?promoid=BUIGO>)
 - Ability to read/listen to Windows media files (Windows Media Player)
 - Skills needed:
 - Microsoft Word, E-mail, attaching documents, Internet searches, downloading plug-ins, unblocking pop-ups, Zoom, downloading browsers (WPU recommend that Blackboard works better in Google Chrome, free download from <https://www.google.com/chrome/>. Students will learn to use a threaded discussion in this course if they haven’t done so before.

Technical Assistance:

- For technical assistance with Blackboard or other matters, call 973-720-4357 (HELP) or email to the HELPDESK ASAP.

Commitment to Technology

- Students will incorporate effective use of technology to research issues, communicate, and present information in this class. In addition, students will integrate the use of technology where appropriate in the curricula they design.

Assignments & Exams

- All assignments must be typed in Times New Roman font size 12. You will submit all assignments through the Blackboard Assignment Tool. Please title your assignment files

“lastname_firstname_assignmentname”. For example, “Bae_John_Annotated Bibliography #1” Note: All assignments are due in class unless otherwise indicated. **NO LATE ASSIGNMENT WILL BE ACCEPTED.**

- When you submit all assignments and take all exams, you should use your PC. Sometimes, the smart phones or tablets may not work.

A. Annotated Bibliographies (AB): #1:1/7 & AB #2: 1/16

- Each student will prepare an annotated bibliography (AB) which is a written summary. They should read numerous research journals, current articles (**no less than 1200 words each**) or books in the area of sport management and summarize in **1-page** for each assignment. **Only use one article for each AB assignment.**
- Each student writes the reference at the top of the summary, **attach a copy of the article** (you can copy and paste your article on the paper after the summary) **or a copy of the front cover and table of contents of the book, and submit them to Blackboard.** If you cannot attach your article on the paper, you can download, save and send it to me via email (baej2@wpunj.edu). This assignment will be assessed according to the **relevancy to a sport management topic**, quality of the written summary, relevancy of the article and/or book to the topic.
- See the format (Attachment I)
- You can find e-journals or e-articles from either WPU library website or internet website. Here is the list of journals and articles.
 - Athletic Business
 - Harvard Business Review
 - International Sports Journal
 - International Journal of Sport Management
 - Journal of Legal Aspects of Sport
 - Journal of Marketing
 - Journal of Promotional Management
 - Journal of Sport Management
 - Street & Smith's SportsBusiness Journal
 - Sport Marketing News
 - Sport Marketing Quarterly
 - Team Marketing Report
 - The Sport Journal
 - International Journal of Sport Marketing and Sponsorship
 - Journal of Consumer Behavior
- Importantly, you should not copy and paste or quote any sentences from the article. You must use your own words. If you do not follow the requirements, you will lose points.
- If you submit any assignments from previous classes, you will receive a “F.”
- **“Please carefully the read academic integrity section in the syllabus.”**
- **25 points = (5 points (article attached on the paper) + 10 points (an article with no less than 1200 words) + 10 points (1 page of written work).**

B. Online Discussions (OD) Due by 11:59pm: (#1:1/13 & #2:1/20)

- Students will be responsible for participating in “online discussions” under Discussions. Students must **post their submitted annotated bibliographies in the Blackboard Discussion**

by 9:00am on the following day (OD #1:1/8 & OD #2:1/17): please check the assignment on the Blackboard) (2.5 points). For example, for your OD #1, you must post your submitted AB #1 in OD #1 under Discussions by 9am on 1/8.

- After that, you must read all posted ABs and choose two student authors and ask a question to each student author. Make sure you provide your opinion about the summary and then develop a question (10 points) to each author. However, if your colleagues do not respond to your question because there was less than 3 hours to respond, you will lose points. For example, you must post a question by 8:59pm to give your colleague 3 hours to respond as the portal closes on 1/13.
- When you receive questions from your colleagues, you will respond two of your classmates' posted questions (10 points). If the student author has already responded to two students, you must choose different discussions. Importantly, if you miss your AB assignments, you are still able to participate in ODs. For example, if you did not do your AB #1, you can participate in OD #1 to receive some credit.
- Don't wait until the last minute to participate in Online Discussions. Again, make sure you give your colleagues at least 3 hours to respond your questions (2.5points).
- 25 points = (2.5 points (posting on time) + 10 points (quality of questions) + 10 points (quality of responses) + 2.5 points (at least 3 hours given to respond))

C. Exams: (Due by 11:59pm-Exam I:1/12 & Exam II:1/21)

- Each student will have only one attempt. Once started, the test must be completed in one sitting. Make sure students save and submit their answers after they finish the test. This test must be done by due date. **The exams are located under "Exams."**

Evaluation:

Your progress on student learning outcomes will be evaluated by a variety of assessment measures. Assessment strategies may include but are not limited to:

- Written critical or reflective responses to primary readings, and activities
- Participation in online discussions and written reflections.
- Completion of individual assignments.
- Assessment of your participations.
- Assessment of your exams

Grading Contents:

| | Points |
|--|------------|
| Class Participation | 100 |
| Online Discussion posting and replies (25 x 2) | 50 |
| Annotated Bibliography (25 x 2) | 50 |
| Exam 1 | 250 |
| Exam 2 | 250 |
| Total | 700 |

Grading Scales:

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|-----------|-----------|-----------|
| A 93-100% | A- 90-92% | |
| B+ 87-89% | B 83-86% | B- 80-82% |
| C+ 77-79% | C 73-76% | C- 70-72% |
| D+ 67-69% | D 60-66% | F < 60% |

SPM 2000-80 Tentative Course Outline

| Module # | Dates | Topic(s) | Assignments | Due Dates |
|----------|--------------|---|---|--|
| 1 | Jan. 3- 12 | PP#1: What is Sport Management? PP#2: What Can I do with Sport Management? PP#3: Management Concepts and Practice in Sport Organizations PP#4: Sport Marketing | <ul style="list-style-type: none"> • Annotated Bibliography #1 & Online Discussion #1 Assignment • Read Textbook Chapter 1 & 2, 3, 15 & 21 • Exam #1: PP #1, #2, #3, & #4, Chapter 1, 2, 3, 15, & 21 | <ul style="list-style-type: none"> • Annotated Bibliography #1 by 11:59pm on 1/7 • Online Discussion #1 posted by 9am on 1/2 & completed by 11:59pm on 1/13 • Exam #1: (Due by 11:59pm, 1/12) |
| 2 | Jan. 13 - 21 | PP#5: Sport Communication PP#6: Sport Venues, Event Management, and Building Operations PP#7: College Sport PP#8: Sport Law PP #9: Ethics in Sport Management | <ul style="list-style-type: none"> • Read Textbook Chapter 5, 6, 8, 12, 13, 14 & 16 • Annotated Bibliography #2 & Online Discussion #2 • Exam #2: PP#5, #6, #7, #8, & #9, Chapter, 5, 6, 8, 12, 13, 14 & 16 | <ul style="list-style-type: none"> • Annotated Bibliography #2 by 11:59pm on 1/16 • Online Discussion #2 posted by 9am on 1/9 & completed by 11:59pm on 1/20 • Exam #2: (Due by 11:59pm, 1/21) |

Professionalism

- You are expected to demonstrate professionalism by participating actively, completing all readings, and turning in assignments on time. You are also expected to demonstrate professionalism in class discussions

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Academic Integrity

- Practices such as dishonesty, plagiarism, cheating, and misrepresentation in documents by any student will not be tolerated and may result in a failing grade for the course. To copy or to paraphrase someone else's work without proper reference is plagiarism. Plagiarism is taken **VERY SERIOUSLY**. A determination of plagiarism results in automatic failure of the assignment.
- An example of plagiarism as noted in the University's Academic Integrity Policy

(<https://webapps.wpunj.edu/catalog/front.cfm?section=ARR>):

- Plagiarism is defined by the University as:
 - “ the copying from a book, article, notebook, video, or other source material whether published or unpublished, without proper credit through use of quotation marks, footnotes and other customary means of identifying sources or passing off as one’s own the ideas, words, writings, programs, and experiments of another, whether or not such actions are intentional or unintentional. Plagiarism will also include submitting, without the consent of the professor, an assignment already tendered for academic credit in another course.” (William Paterson University, 2021-2022 Undergraduate Student Catalog)
- This also includes:
 1. Cutting and pasting from websites without citing the sources.
 2. Copying verbatim or paraphrasing without citing the source.
 3. Completing an assignment in a group that was not assigned as a group project and then handing in the results for individual credit.
 4. Submitting graded work from one class in another class for credit, without the permission of the professor.
 5. Copying homework from a fellow student
- All assignments should be your own thoughts and words. Plagiarism from sources is described as using three or more words pulled directly from another’s works, without paraphrasing. In your assignments, you may not use quotations. Therefore, copying another author’s works, EVEN IF YOU CITE, is still considered plagiarism. This includes the textbook, the internet, and your classmates. An assignment that is deemed plagiarized will result in zero for the entire assignment. If this is the second assignment you have plagiarized either in this class or other classes in the Kinesiology department, you will fail the course.
- Please refer to the Academic Integrity Policy in its entirety found in the William Paterson University (Undergraduate Student Catalog, and Violations of Academic Integrity).

Civility in the Online Classroom

- Students are expected to maintain an online environment conducive to learning, which includes “netiquette” (Internet etiquette). Please ensure that your e-mail messages, discussion board postings, and other electronic communications are thoughtful. We will welcome diverse opinions in this course, and you are expected to demonstrate an open mind and courtesy when responding to the thoughts and ideas of others.

Netiquette

- Netiquette prohibits the following: making offensive remarks in e-mail or the discussion board, being disrespectful of the opinions of others, making negative remarks about others in online communications, using inappropriate language or discussing inappropriate topics online, spamming, hacking, using Blackboard e-mail or discussion board for commercial purposes, using all caps (considered shouting in online communications), cyber-bullying or online harassment of any type. Inappropriate behavior will result in consequences ranging from a request to correct the problem, to removal from the course or even the university, depending on the severity of the

behavior. Disciplinary actions will be taken according to the WPU Code of Student conduct.

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Viewing Your Grades

- You can access your grades on the Blackboard menu (My Grades). Grades will be posted after the due date and after all assignments have been graded.

AB #1

Yokum, J., Gonzalez, J. J., & Badgett, T. (2006). Forecasting the long-term viability of an enterprise: The case of a Minor League Baseball franchise. *Journal of Sport Management*, 20(2), 248-259.

This article attempts to give an analysis in terms of marketing management on how long minor league baseball teams can exist. The study is based on whether or not minor league stadiums can continue to sustain enough attendance records to make enough money to keep the team and stadium afloat. The research began by looking at trends of attendance from specific teams leading up to the current year, then utilize the Bass model to assess whether the projected product life cycle is turning up or down, then inserted into diffusion curves to determine ultimately when the team's finances should eventually collapse.

The statistics that were gathered showed that minor league baseball attendance has been growing at a 5% rate which exceeds that of Major League Baseball by three times. The results of the tests showed a much different story when it comes to whether or not the teams could actually survive for an extended period of time. The results showed that there is not enough substantial evidence to officially say that all teams will die but the current results do attempt to say that the majority of minor league baseball team will, in fact, cease to exist after roughly the sixth year of their inaugural season.

This is a significant study in the area of sports management in that it attempts to study the possible ending of many businesses down the road. The closing of a minor league ballpark and ultimately a minor league team means a substantial loss in both revenue and jobs in the sports industry. The research of a sports marketer becomes very important in determining long term financial statuses of sports teams.

Attach the article

(copy and paste the actual article here. Do not just copy and paste the website link)

(If you cannot copy and paste the article here, you can download and email it to me)