

# Eastern Illinois University – Department of Kinesiology and Sports Studies (KSS)

## KSS 2761.02 – Introduction to Sport Management

Spring 2014

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<b>Office Hours:</b> M = 9-12am, Tu = 12:30-1:30pm	<b>Classroom:</b> 3871 Lantz–TuTh 9-10:15 am

**Course Description:** This course provides an overview of the sport management academic discipline by introducing key historical aspects and content areas. Content areas include managerial leadership, marketing, communications, finance, sport sociology, and sport law, complemented with introductory analysis of their application to sport programs.

**Course Objectives:**

- Discuss the key principles and content areas of sport management
- Discuss the various sectors of the sport industry.
- Analyze how key management principles apply to the various sectors of the sport industry
- Discuss the variety of career opportunities available in the field of sport management
- Examine current issues and trends affecting sport managers.
- Discuss the impact of sport on society internationally.

**Required Text:** Pederson, Parks, Quarterman, & Thibault. *Contemporary Sport Management*. (2011: 4<sup>th</sup> edition).

**Other Resources:** Online resources including a) [sportsbusinessjournal.com](http://sportsbusinessjournal.com), b) [athleticbusiness.com](http://athleticbusiness.com), c) [NCAA.org](http://NCAA.org) d) [athleticmanagement.com](http://athleticmanagement.com), e) [recmanagement.com](http://recmanagement.com), f) [fitnessmanagement.com](http://fitnessmanagement.com), g) [IHSA.org](http://IHSA.org) h) <http://www.kinesiology.msstate.edu/sports/news/resources.php>

### Grading Scale

A	90–100%
B	80–89%
C	70–79%
D	60–69%
F	<60%

**Learning Activities: Total Points = 100 points**

**1) Round Table Assignments (\*each student will participate in ONE round table assignments) 5 points**

Round table is the time for students to present scholarly articles that involves sport management. This brief presentation will cover the following:

- Find and summarize a scholarly article that explores sport marketing or promotion (1 page)
- What did you find was interesting in the article? (1/2 Page)
- How can sport managers and sport marketers use this information? (1/2 page)
- Provide two questions for discussion

Students will orally present their assignment in seven minutes or less. Students will turn in a typed hard copy of their assignment to the instructor along with a copy of the scholarly article that explores the issue.

Students should refer to a current journal article (published within the last five years) from the following journals when selecting an article to present. Please use scholarly journals found in the link (h) under other resources.

**2) 5 'Pop' quizzes (\*start of class – covering assigned readings for that day – cannot be made up) 10 points (2 points each)**

**3) Exams (2 total) 30 Points (15 points each)**

Exam #1: Ch. 1-10  
Exam #2: Ch. 11-20

**4) Class Presentation PPT (\*due dates vary for each group: PowerPoint due a week prior to presentation) 10 points**

In groups of 3-4 students will select a chapter 14, 15, 17, or 19 and conduct a 30 minute interactive PowerPoint presentation regarding important aspects/take away points from the chapter. Please note, external resources maybe needed to ensure a well-developed and researched presentation.

\* [EIU oral speaking rubric](#) will be used to evaluate individual student performance – \* each student must present at least 4 slides

**5) Professional Portfolio 25 points**

\* In a binder submit: **Page 1)** current resume, **Page 2)** description + hyperlink for 10 individual internships from at least 5 different websites, **Page 3)** cover letter written to the organization offering your top internship choice **Page 4)** cold call interview questions and answers

## 6) Attend [EIU Career Services](#) event

(\* due by **March 28th, 2014**)

**10 points**

\* Attend an EIU Career Services event this semester (workshop, seminar, job fair, individual consultation = [Spring 2014 event schedule](#))

\* Kindly request a Career Services staff member to send me an email confirming your attendance & participation

\* Answer 3 key Qs in detail: 1) What did you do? 2) What did you learn? 3) How did you professionally & personally benefit?

## 7) Alternative Assignments (5 total)

**10 points (2 points each)**

Alternative assignments are simple one-page papers in which the student answers the question posed to him or her. The papers are one-page typed responses to the question listed on the course schedule. Students should use the reading to assist them in answering their question; however, additional outside research may also be required. This assignment must be done in accordance to APA guidelines and requires a cover page and a reference page. **Please note, these assignments will be graded on a pass/fail basis. Students who do not show they have done outside research will FAIL the assignment. Although I value your opinion, your opinion alone will not allow you to pass these assignments. Your opinions need to be based in FACT, and thus, these assignments require outside research.** Alternative Assignments will be assigned in class, and due the next class period.

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## Course Requirements and Writing Resources

Throughout the course, students will be challenged through various writing assignments. These assignments are designed for students to gain a better understanding of the course material, and to encourage students to think critically. **A hard copy of each assignment is due to the instructor on the date specified below.**

All assignments must be typed, double-spaced with one-inch (1") margins, and 12-point Cambria or Times New Roman font. All written assignments must *consistently* follow the style outlined in the *Publication Manual of the American Psychological Association*. Multiple page assignments must be *stapled*. The APA Publication Manual-6<sup>th</sup> edition can be purchased at the EIU bookstore. A free APA resource guide is available online at: <http://owl.english.purdue.edu/owl/resource/560/01/>. **Please remember that APA style requires a cover page as well as a reference page.** For additional assistance with writing, students are encouraged to visit the EIU Writing Center located at 3110 Coleman Hall. More information about the Writing Center can be found at: <http://castle.eiu.edu/~writing/>.

Students are required to reference scholarly sources within their writing(s). Scholarly sources are published texts written by experts in a particular field. Often times, professional organizations and universities publish scholarly sources. Scholarly articles can be accessed using the databases subscribed to by the EIU libraries. Please contact reference librarian, David Bell, at [dsbell@eiu.edu](mailto:dsbell@eiu.edu) or by phone at (217)581-7547 if you have any questions regarding locating scholarly text.

Please remember that although it can be tempting to write in the first person and write informally, your ability to write academically/scholarly is an expectation in this class. Thus, please avoid writing in the first person (i.e. I feel, I like), avoid conjunctions (i.e. can't, won't didn't, instead use cannot, will not, did not), and avoid direct quotes (instead paraphrase). Also, avoid making claims that you cannot support. If you are going to make a statement, it needs to be supported by research/scholarly text.

## Class Participation and Attendance

Attendance is a professional obligation and highly encouraged. Students are expected to attend every class and to not only be to class on time, but please come to class prepared to discuss the material that has been assigned for that day.

## Policy on Assignments

**Late assignments will not be accepted.**

## Creating a Supportive Atmosphere

The majority of this class is discussion based, requiring participation from the students as well as the instructor. A classroom should be a safe space for students to express their thoughts and opinions without fear of penalty. If you feel that your thoughts are not being respected or valued, please set up a time to meet with me. Also, please be respectful to your peers by not dominating class discussions.

## Academic Integrity

Students are expected to abide by the EIU Code of Conduct. The Code of Conduct can be found at:

<http://www.eiu.edu/judicial/Current%20Code%202013.pdf>. Students are to not to cheat or plagiarize. The instructor will report all suspected instances of academic misconduct. Furthermore, students who violate the EIU Code of Conduct will not receive credit for the assignment(s) and will be unable to make-up assignment that is deemed in violation of the Code of Conduct.

## Electronic Devices

Please turn off and store all cellular phones, laptops, and other electronic equipment prior to coming to class. This is common courtesy to your classmates and your instructor. If you have a circumstance in which you must have an electronic device turned on during class, please contact your instructor.

## Spring 2014 Tentative Class Schedule

(\*subject to change with notice)

Week #	Planned Discussion Topic	Assignments Due
Week 1 = Jan 14 Jan 16	<u>Course Overview: Syllabus</u> Chapter 1: Managing Sport in the 21 <sup>st</sup> century	Read Chapter 1
Week 2 = Jan 21 Jan 23	<u>Chapter 2</u> : Developing Professional Prospective Resume workshop	Read Chapter 2 Bring Copy of Resume
Week 3 = Jan 28 Jan 30	<u>Chapter 3</u> : Historical Aspects of Sport Business <u>Chapter 4</u> : Management in Sport	Read Chapters 3 & 4
Week 4 = Feb 4 Feb 6	<u>Chapters 5</u> : Leadership in Sport <u>Chapter 6</u> : Professional Sport	Read Chapters 5 Read Chapter 6
Week 5 = Feb 11 Feb 13	<u>Chapter 7</u> : Intercollegiate Athletics	Read Chapter 7
Week 6 = Feb 18 Feb 20	<u>Chapter 8</u> : Interscholastic Athletics Cold Call	Read Chapter 8 Bring in cold call questions, and the name of interviewee, date
Week 7 = Feb 25 Feb 27	<u>Chapter 9</u> : Youth and Community Sport <u>Chapter 10</u> : Sport Management and Marketing Agencies/Cover Letter	Read Chapter 9 Read Chapter 10/ Bring in copy of cover letter
Week 8 = Mar 4 Mar 6	Review for Exam Exam #1	<b>Exam #1</b>
Week 9 = Mar 11 Mar 13	<b>SPRING BREAK – no class sessions</b>	No assignments
Week 10 = Mar 18 Mar 20	<u>Chapter 11</u> : Sport Tourism Round Table #1	Read Chapter 11 Round Table Due
Week 11 = Mar 25 Mar 27	<u>Chapter 12</u> : Sport Marketing	Read Chapter 12 <b>* Mar 27<sup>th</sup> – EIU Career Services due*</b>
Week 12 = Apr 1 Apr 3	<u>Chapter 13</u> : Sport Communication <u>Chapter 14</u> : Sport Finance-Economics	Read Chapter 13 - Read Chapter 14 – Group Presentation
Week 13 Apr 8 Apr 10	<u>Chapter 15</u> : Sport Facility and Event Management <u>Chapter 17</u> : Legal Considerations in Sport	Read Chapter 15 – Group Presentation Read Chapter 17 – Group Presentation
Week 14 Apr 15 Apr 17	<u>Chapter 18</u> : Sociological Aspects of Sport <u>Chapter 19</u> : North American Perspective on International Sport	Read Chapter 18 Read Chapter 19-Group Presentation
Week 15 = Apr 22 Apr 24	Guest Speaker OUT OF CLASS WORK DAY-Work on Portfolio	<b>* Apr 22 - All extra credit due*</b>
Week 16 = Apr 29 May 1	Round Table #2 Review for Exam	Round Table Due <b>* May 1<sup>th</sup> - Portfolio due*</b>
Week 17 – *Final Exam	<b>Monday, May 5<sup>th</sup>, 10:15-12:15</b>	<b>Exam #2</b>

\* [Student Success Center](#) – contact for assistance with time management, test taking, note taking, avoiding procrastination, setting goals, and other academic achievement skills – for appointment call 217-581-6696, 9<sup>th</sup> Street Hall, Room 1302.

\* [Office of Disability Services](#) (217-581-6583) - have a documented disability? Need academic accommodations? Please contact us.

\* [EIU Writing Center](#) (217-581-5929) - a place where students can develop as independent writers and thinkers

**Reminders:** a. All assignments due by start of class b. No late assignments accepted c. Check EIU email everyday

\* **Extra Credit** (due no later than **April 25th, 2014**)

**5 points**

d) Create [Linkedin](#) profile = add prof. image + details about education & work experience, \*send me request (Sarah Stokowski) and join EIU KSS Spt Mgt Alum Group

For each option - \* Answer 3 key Qs in detail: 1) What did you do? 2) What did you learn? 3) How did you professionally & personally benefit?