

LSC Use Only No:	LSC Action-Date:	UWUCC USE Only No.	UWUCC Action-Date:	Senate Action Date:
		05-12 d	Apr 9/27/05	Apr 11/1/05

Curriculum Proposal Cover Sheet - University-Wide Undergraduate Curriculum Committee

Contact Person Dr. Robert Kostelnik	Email Address bkostel@iup.edu
Proposing Department/Unit Health and Physical Education	Phone 7 - 7645

Check all appropriate lines and complete information as requested. Use a separate cover sheet for each course proposal and for each program proposal.

1. Course Proposals (check all that apply) ☒ New Course ☐ Course Prefix Change ☐ Course Deletion ☐ Course Revision ☐ Course Number and/or Title Change ☐ Catalog Description Change		
HPED 445 Business Practices in Sport		
<u>Current Course prefix, number and full title</u>		<u>Proposed course prefix, number and full title, if changing</u>
2. Additional Course Designations: check if appropriate ☐ This course is also proposed as a Liberal Studies Course. ☐ Other: (e.g., Women's Studies, Pan-African) ☐ This course is also proposed as an Honors College Course.		
3. Program Proposals ☐ New Degree Program ☐ Program Title Change ☐ Program Revision ☐ New Minor Program ☐ New Track ☐ Other		
Physical Education and Sport/ Sport Administration Track		
<u>Current program name</u>		<u>Proposed program name, if changing</u>
4. Approvals		
Department Curriculum Committee Chair(s)	M. P. 888	4-14-05
Department Chair(s)	D. Blair	4-14-05
College Curriculum Committee Chair	Elizabeth Palmer	4-26-05
College Dean	Charles C. Jmi	4-28-05
Director of Liberal Studies *		
Director of Honors College *		
Provost *		
Additional signatures as appropriate: (include title)		
UWUCC Co-Chairs	Gail Sedquist	9-27-05

APR 28 2005

* where applicable

OCT - 4 2005

HPED 445 Business Practices in Sport

1. Syllabus of Record

The syllabus of record is attached.

2. Course Analysis Questionnaire

Section A: Details of the Course

A1. How does this course fit into the programs of the department? For which students is the course designed? (majors, students in other majors, liberal studies). Explain why this content cannot be incorporated into an existing course.

This course will be for the students who are seeking degrees in the Sport Administration Track within the Physical Education and Sport degree. The content of this course is outlined in the academic guidelines of the North American Society for Sport Management (NASSM). These guidelines will be partially satisfied with this course. This course will be the third step of a four course sequence to match these guidelines.

The four course sequence for Sport Administration Track:
HPED 292 Introduction to Sport Management
HPED 320 Managing Facilities and Events in Sport
HPED 445 Business Practices in Sport
HPED 460 Law and Issues in Managing Sport

The Business Minor will continue to provide pertinent content.

A2. Does this course require changes in the content of existing courses or requirements for a program? If catalog descriptions of other courses or department programs must be changed as a result of the adoption of this course, please submit as separate proposals all other changes in courses and/or program requirements.

This course will be part of a four course sequence to meet NASSM guidelines.

A3. Has this course ever been offered at IUP on a trial basis (e.g. as a special topic) If so, explain the details of the offering (semester/year and number of students).

This course has been offered as a HPED 481 Special Topics: Sport Business two times, once in Spring 2005 and again in Fall 2005.

A4. Is this course to be a dual-level course? If so, please note that the graduate approval occurs after the undergraduate.

This course will not be dual level.

A5. If this course may be taken for variable credit, what criteria will be used to relate the credits to the learning experience of each student? Who will make this determination and by what procedures?

This course will not be offered for variable credit.

A6. Do other higher education institutions currently offer this course? If so, please list examples (institution, course title).

Barry University

SES 440 Sport Marketing, Promotions, and Fundraising (3 cr.)

An investigation of the principles, applications, and techniques of marketing, promotions, corporate sponsorships, and fundraising within the various sporting industries.

Rice University

KINE 362 Sport Marketing and Promotion (3 cr.)

The role of communication media from print to broadcast in the business of sport, sales, marketing, and promotion will be considered at the amateur, collegiate, and professional sports levels, as well as fitness, apparel, and commercial sport industry.

California University of PA

SPT 310 Sport Marketing (3 cr.)

A study of basic marketing science as it applies to all realms of the sport industry. This fundamental course is intended to give to all students the depth and breadth of marketing principles and practices as they apply to the sports industry.

A7. Is the content, or are the skills, of the proposed course recommended or required by a professional society, accrediting authority, law or other external agency? If so, please provide documentation.

The North American Society for Sport Management encourages all Sport Management academic programs to meet their guidelines for accreditation and those that are positioning themselves to seek accreditation to move toward meeting the guidelines.

Section B: Interdisciplinary Implications

B1. Will this course be taught by instructors from more than one department or team taught within the department? If so, explain the teaching plan, its rationale, and how the team will adhere to the syllabus of record.

This course will be taught by one instructor.

B2. What is the relationship between the content of this course and the content of courses offered by other departments? Summarize your discussions (with other departments) concerning the proposed changes and indicate how any conflicts have been resolved. Please attach relevant memoranda from these departments that clarify their attitudes toward the proposed change(s).

There is no other similar course at IUP. Students will continue to earn the Minor in Business as part of the Sport Administration Track.

B3. Will this course be cross-listed with other departments? If so, please summarize the department representatives' discussions concerning the course and indicate how consistency will be maintained across departments.

This course will not be cross listed.

B4. Will seats in this course be made available to students in the School of Continuing Education?

Yes. Continuing Education students can enroll in the course.

Section C: Implementation

C1. Are faculty resources adequate? If you are not requesting or have not been authorized to hire additional faculty, demonstrate how this course will fit into the schedule(s) of current faculty. What will be taught less frequently or in fewer sections to make this possible? Please specify how preparation and equated workload will be assigned for this course.

With the recent hire of a new faculty member with a Ph.D. in Sport Management, who will begin during the Fall 2005 semester, faculty resources are adequate.

C2. What other resources will be needed to teach this course and how adequate are the current resources? If not adequate, what plans exist for achieving adequacy? Reply in terms of the following:

- *Space*
- *Equipment*
- *Laboratory Supplies and other Consumable Goods*
- *Library Materials*
- *Travel Funds*

No special resources will be needed.

C3. Are any of the resources for this course funded by a grant? If so, what provisions have been made to continue support for this course once the grant has expired? (Attach letters of support from Dean, Provost, etc.)

No.

C4. How frequently do you expect this course to be offered? Is this course particularly designed for or restricted to certain seasonal semesters?

This course will be offered each Fall semester.

C5. How many sections of this course do you anticipate offering in any single semester?

One section during the semester offered.

C6. How many students do you plan to accommodate in a section of this course? What is the justification for this planned number of students?

This course will accommodate 35 students per section.

C7. Does any professional society recommend enrollment limits or parameters for a course of this nature? If they do, please quote from the appropriate documents.

No.

C8. If this course is a distance education course, see the Implementation of Distance Education Agreement and the Undergraduate Distance Education Review Form in Appendix D and respond to the questions listed.

This course will not be offered in the distance education format but would lend itself to that possibility in the future.

Section D: Miscellaneous

Include any additional information valuable to those reviewing this new course proposal.

None.

SYLLABUS OF RECORD

I. Catalog Description

HPED 445 Business Practices in Sport

3 class hours

0 lab hours

3 credits

3c-01-3cr

Focus will be on the application of business practices to operate a successful sports organization. Topics emphasized are promotion in sport, sport marketing, financing a sports organization, sport sponsorships, sales practices, public relations strategies, and media interaction. The unique application to the sport industry will be emphasized.

Prerequisite: HPED 292, HPED 320

II. Course Objectives

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

1. construct a sales plan for a component of the sports industry.
2. understand the process and strategies of promotional licensing.
3. analyze the interaction between various media forms and the sports industry.
4. implement a fundraising package.
5. implement a marketing plan for a sport product or service.
6. examine the interaction between the sponsors and the sports industry.
7. apply financial planning strategies to sports organizations.
8. examine the interaction between media outlets and sports organizations.

III. Detailed Course Outline

A. Introduction to Business Practices in Sport

3 hours

1. Sport franchises
2. Collegiate sports
3. Amateur sports
4. Scholastic sports
5. Youth sports

B. Promoting a Sports Organization

4 hours

1. Philosophy of a promotion plan
2. Promotion strategies
3. Planning a promotion package
4. Implementing a promotion package

C. Sport Marketing

8 hours

1. Market segmentation
2. Marketing mix

3. Marketing potential
4. Sport product and price of sport
5. Target market decisions in sport organizations
6. Consumer behavior of sports fans
7. Exam

D. Fiscal Management in Sport Organizations 8 hours

1. Budget planning
2. Cost containment
3. Pricing strategies
4. Revenue sources
5. Financing sport franchises

E. Sport Sponsorship 3 hours

1. Endorsements and licensing
2. Corporate sponsors
3. Solicitation

F. Sales Practices in the Sport Industry 8 hours

1. Sales strategies
2. Food vendors
3. Fundraising
4. Merchandising and sports apparel
5. Pro shops

G. Media Relations Strategies 4 hours

1. Media outlets
2. Media contacts
3. Sports broadcasting
4. Sports cable networks

H. Public Relations Strategies 4 hours

1. Relating to the fan base
2. Community relations strategies
3. Interventions during times of poor publicity
4. Exam

I. Culminating Activity 2 hours

IV. Evaluation Methods

Evaluation of the students will consist of:

Examinations	25%
Practical Application Projects	20%
Article Critiques	15%

Research Paper	15%
Marketing Group Project	15%
Sales Presentation	10%

Students will critique articles, complete projects that simulate a sport manager's duties, complete a research paper, complete a group marketing project, and exhibit a sales presentation, and complete examinations of course content.

V. Example Grading Scale

Grading Scale:

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

VI. Attendance Policy

Appropriate attendance is a necessity for success in this course. For that reason an attendance policy will be used that may influence a student's success in the course. A large number of assignments and projects will take place during class meetings. Therefore, a student who misses these activities will jeopardize their success in the course.

VII. Required Textbook

Foster, G., Greyser, S.A., & Walsh, B. (2006). *The business of sports: Text and cases on strategy and management*. Independence, KY: Thomson South-Western.

Street and Smith's Business Journal. Current Subscription.

VIII. Special Resource Requirements

None

IX. Bibliography.

Fried, G., Shapiro, S.J., & Deschraver, T.D. (2003). *Sport finance*. Champaign, IL: Human Kinetics.

Journal of Sport Management. (1999-2005). Champaign, IL: Human Kinetics.

International Journal of Sport Management. (1999-2005). Boston: American Press.

Li, M. Hofacre, S., & Mahony, D. (2001). *Economics of sport*. Morgantown, WV: Fitness Information Technology.

- Miller, L., Shaad, S., Burch, D., & Turner, R. (1999). *Sales success in sports marketing*. Newton, KS: Mennonite Press.
- Milne, G.R. & McDonald, M.A. (1999). *Sport marketing: managing the exchange process*. Boston: Jones and Bartlett Publishers.
- Morgan, W.J., Meier, K.V., & Schneider, A.J. (2001). *Ethics in sport*. Champaign, IL: Human Kinetics.
- Parkhouse, B.L. (2005). *The management of sport (4th ed.)*. New York: McGraw Hill.
- Pitts, B.G. & Stotlar, D.K. (2002). *Fundamentals of sport marketing (2nd ed.)*. Morgantown, WV: Fitness Information Technology.
- Rosner, S.R. & Shropshire, K.L. (2004). *The business of sports*. Boston: Jones and Bartlett.
- Ruxin, R.H. (2004). *An athlete's guide to agents (4th ed.)*. Boston: American Press.
- Sawyer, T.H., Hypes, M., & Hypes, J.A. (2004). *Financing the sport enterprise*. Champaign, IL: Sagamore.
- Street & Smith's Sports Business Journal* (1999-2005). Charlotte, NC: American City Business Journal.

Catalog Description

HPED 445 Business Practices in Sport

3c-0l-3cr

Focus will be on the application of business practices to operate a successful sports organization. Topics emphasized are promotion in sport, sport marketing, financing a sports organization, sport sponsorships, sales practices, public relations strategies, and media interaction. The unique application to the sport industry will be emphasized.

Prerequisite: HPED 292, HPED 302