

To Provost 3/23/06
To Koltb 3/27/06

UWJEC Appr 3/17/06
05-48 Senate Info 3/28/06

Undergraduate Distance Education Review Form

(Required for all courses taught by distance education for more than one-third of teaching contact hours.)

Existing and Special Topics Course

Course: HPED292 Introduction to Sport Management

Instructor(s) of Record: Dr. Richard Hsiao

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Received

FEB 24 2006

Liberal Studies

Email: hsiao@iup.edu

Step One: Proposer

A. Provide a brief narrative rationale for each of the items, A1- A5.

1. How is/are the instructor(s) qualified in the distance education delivery method as well as the discipline?

Dr. Richard Hsiao has taught the HPED292 Introduction to Sport Management content at IUP. Dr. Richard Hsiao has taught Introduction to Sport Management at the Florida State University for over 4 years prior to coming to IUP. He taught not only this course in the traditional face-to-face format, but he also taught numerous other courses in the area of sport management. He developed this course and has updated it each semester using Blackboard software. Dr. Richard Hsiao also completed a 12 hour advanced WebCT workshop taught by the IUP Instructional Design Center.

2. How will each objective in the course be met using distance education technologies?

Objective #A - Explain the history of management in sport.

How Objective #1 will be met - The readings cover a broad range of perspectives that include the historical development of sport management. These will be assigned as well as materials that relate to the definition and background of sport management. In addition, practical sport management related websites will be introduced to enhance students' interest and learning motivation.

Objective #B - Describe the different career options available in the sports industry.

How Objective #B will be met - There are various career options available in the area of sport industry. A variety of perspective careers will be introduced to students, such as managerial positions within the fitness center, coaching positions in the high school, sport marketing positions for professional teams and negotiation services-like jobs, such as sport lawyers. In addition, some related readings will be provided that enhance students' basic understanding of future careers in the area of sport management.

Objective #C - Define the important aspects of management theory and organizational culture.

How Objective #C will be met - Course-related readings include a wide range of perspectives that include theories of management, employee motivation, empowerment and human resource management within the sport organization. Basic theoretical assumptions of theory are explained and exercise are assigned that require students to critique and apply models and theories from perspectives of sport management.

Objective #D - Formulate an ethical platform to match the obligations of a sport manager.

How Objective #D will be met - The required readings related to ethical issues, such as ethic codes within the sport organization will be highlighted and introduced to students. In addition, discussion on topics related to sport and ethics will be held on the discussion board, so students will be able to get a further understanding about the obligations of being a good sport manager and how to deal with ethical problems in sport organization.

Objective #E - Utilize decision making and planning skills associated with managing a sports organization.

How Objective #E will be met - A paper designed to developing students' understanding and critical thinking about decision making and planning skills associated with management within sport organization will be assigned. In addition, assigned readings in the area of organizing sport organization will help students gain an in-depth understanding about leadership and organizational skills in sport management.

Objective #F - Apply concepts of managing workers in a sport organization.

How Objective #F will be met - The readings and case studies related to the basic concepts of managing employees in a sport organization will be assigned. Through these assigned readings, students will be able to apply theories and concepts towards application of efficient managerial skills within a sport organization.

Objective #G - Analyze the organizational structure of sport governing bodies.

How Objective #G will be met - Related readings and article critiques will be assigned to students. Students will further understand the function and structure of sport governing bodies through the use of discussions on WebCT.

Objective #H - Identify basic principles of marketing, managing liability risk, and financial structures in the sport industry.

How Objective #H will be met - The marketing mix, SWOT analysis, the application of risk management and sport finance will be introduced through the course material and assigned readings. In addition, case studies related to marketing, liability and managing finance will be assigned to facilitate students' learning and understanding.

In summary, WebCT technologies for distance education will be applied to meet the above objectives. The design of this course will focus on students' learning, motivation and satisfaction. The instructor will implement use of modules, chat rooms and discussion boards in this particular online course to facilitate teaching and discussion. Each student is required to submit his/her questions, opinions and comments at the end of each module and is required to participate in discussions. This approach is being used to foster learning efficiency for each individual student and encourage self motivation.

3. How will instructor-student and student-student, if applicable, interaction take place?
The online software affords opportunities for students to be involved in the class with the instructor and other students via an active online bulletin board, chat room, e-mail, assignments drop box, and discussion board. Assignments will prompt students to complete a self-test of their understanding of the text content and discuss results with the instructor.
4. How will student achievement be evaluated?
The course is divided into 3 units, with each unit containing 5 modules for a total of 15 modules. After each unit, tests will be administered using WebCT technology for a total of 3

exams for the course. In addition, six real life case studies will be assigned to facilitate students' critical and creative thinking and two sections of discussion board communications will be conducted to enhance the understanding of the course contents and enhance students' interests, motivation and satisfaction.

5. How will academic honesty for tests and assignments be addressed?

A wide variety of evaluation methods will be used including exams, discussion board and blog postings so that students are evaluated on a wide scope to identify academic dishonesty. All evaluation techniques will use all the safe guards available. The WebCT software provides several functions for the instructor to prevent academic honesty. The instructor has full control of the exam time. The instructor also has the option of only allowing students to take the exams on certain computers on campus. WebCT also has a function that allows the computer to randomly select test questions from a question bank in order to make sure students get different questions. All of the above examples are methods for the instructor to prevent academic dishonesty.

- B. Submit to the department or its curriculum committee the responses to items A1-A5, the current official syllabus of record, along with the instructor developed online version of the syllabus, and the sample lesson. This lesson should clearly demonstrate how the distance education instructional format adequately assists students to meet a course objective(s) using online or distance technology. It should relate to one concrete topic area indicated on the syllabus.

Step Two: Departmental/Dean Approval

Recommendation: Positive (The objectives of this course can be met via distance education)

Negative

Michael P. B...
Signature of Department Designee

2-15-06
Date

Endorsed:

Charles P. Zoni
Signature of College Dean

2-16-06
Date

Forward form and supporting materials to Liberal Studies Office for consideration by the University-wide Undergraduate Curriculum Committee. Dual-level courses also require review by the University-wide Graduate Committee for graduate-level section.

SYLLABUS OF RECORD

I.	Catalog Description	
	HPED 292 Introduction to Sport Management	3 class hours 0 lab hours 3 credits 3c-01-3cr

Introduces the theories and practices in the field of sport management. Emphasis is on management principles, leadership competencies, ethical principles, and governance in the sport industry. An introduction of sport marketing, sport finance, and sport law is provided.

Prerequisite: None

II. Course Objectives

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

1. explain the history of the management in sport.
2. describe the different career options available in the sports industry
3. define the important aspects of management theory and organizational culture
4. formulate an ethical platform to match the obligations of a sport manager
5. utilize decision making and planning skills associated with managing a sports organization
6. apply concepts of managing workers in a sport organization
7. analyze the organizational structure of sport governing bodies
8. identify basic principles of marketing, managing liability risk, and financial structures in the sport industry

III. Detailed Course Outline

A.	Introduction to Sport Management Practice	4 hours
	<ol style="list-style-type: none"> 1. Career options 2. Structure of sport 3. Historical development of sport management 	
B.	Levels of Sport	4 hours
	<ol style="list-style-type: none"> 1. Collegiate sports 2. Scholastic sports 3. Youth sports 4. Professional sports 5. International sports 	
C.	Leadership and Management Skills	8 hours
	<ol style="list-style-type: none"> 1. Historical development of management theory 2. Leadership competencies 	

3. Functions of sport managers	
4. Levels of management	
D. Ethical Behavior of Sport Managers	4 hours
1. Ethical environment	
2. Moral development and theories of ethics	
3. Ethics and organizational responsibility	
4. Developing ethical principles	
E. Decision Making and Planning in Sport	5 hours
1. Decision making strategies	
2. Planning techniques	
3. Analyzing the organization for future planning	
4. Exam	
F. Human Resource Management in Sport	6 hours
1. Staffing sport organizations	
2. Staff development	
3. Organizational hierarchy development	
4. Motivating staff	
G. Governance in Sport	5 hours
1. Authority and functions of governing bodies	
2. Membership requirements	
3. Structural differences of sport governing bodies	
H. Introduction to Sport Business Practices	6 hours
1. Marketing in sport	
2. Finance in sport	
3. Managing risk in sport	
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%
Group Project	15%
Sporting Event Management Experience	10%

Students will critique articles, complete projects that simulate a sport manager's duties, complete a research paper, volunteer to manage a sporting event, 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**

Parkhouse, B.L. (2005). *The management of sport: Its foundation and application* (4th ed.). Boston: McGraw Hill.

NCAA news. (Current subscription).

VIII. **Special Resource Requirements**

None

IX. **Bibliography**

Epstein, A. (2003). *Sports law*. Clifton, N.Y.: Thomson.

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.

Lumpkin, A., Stoll, S.K., & Bellar, J.M. (2003). *Sport ethics: Applications for fair play* (3rd ed.). Boston: McGraw Hill.

Morgan, W.J., Meier, K.V., & Schneider, A.J. (2001). *Ethics in sport*. Champaign, IL: Human Kinetics.

Parks, J.B. & Quarterman, J. (2003). *Contemporary sport management* (2nd ed.). Champaign, IL: Human Kinetics.

Robinson, M.J., Hums, M.A., Crow, R.B., & Phillips, D.R. (2001). *Profiles of sport industry professionals*. Gaithersburg, MD: Aspen.

Pitts, B.G. & Stotlar, D.K. (2002). *Fundamentals of sport marketing* (2nd ed.). Morgantown, WV: Fitness Information Technology.

Street and Smith's Sports Business Journal. (1999 – 2005). Charlotte, NC: American City Business Journals.

Welcome:

HPED292 Introduction to Sport Management

I would like to take this opportunity to welcome you all to the online version of the course. I look forward to communicating with you as you take on the role of an online student. I hope that this online experience will be helpful and enjoyable.

To be successful as an online student, you must be an independent learner who can work well on your own. You need to be self-directed and motivated with good time management skills. If you need the traditional classroom experience with face-to-face interaction between students and instructor to be a successful learner, then an online course probably is not suitable for you.

Because this is an online course and we will not be meeting in person, please feel free to contact me via email at anytime with any questions or comments.

Best wishes for a successful semester,

Dr. Richard Hsiao

Course Materials

Masteralexis, Barr, & Hums. *Principles and Practice of Sport Management*. 2nd ed.
Jones and Bartlett Publishers, Sudbury, MA.

Street & Smith's Sports Business Journal Current Subscription

**INDIANA UNIVERSITY OF PENNSYLVANIA
DEPARTMENT OF HEALTH & PHYSICAL EDUCATION
SPORT MANAGEMENT PROGRAM
SUMMER 2006**

ONLINE COURSE

HPED 292 SPORT MANAGEMENT

GENERAL INFORMATION

Prerequisite:	None
Credit:	3
Instructor:	Dr. Richard Hsiao
Mailbox Location:	238 Zink Hall
Message at College:	
Online Office Hours:	Via e-mail
Day and Time:	Online
E-mail:	hsiao@iup.edu
Office Phone:	724-357-0123

I. COURSE DESCRIPTION

This course will introduce the theories and practices in the field of sport management. Emphasis is on management principles, leadership competencies, ethical principles, and governance in the sport industry. An introduction of sport marketing, sport finance, and sport law is provided.

II. OBJECTIVES

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

- Explain the history of management in sport.
- Describe the different career options available in the sports industry.
- Define the important aspects of management theory and organizational culture.
- Formulate an ethical platform to match the obligations of a sport manager.
- Utilize decision making and planning skills associated with managing a sports organization.
- Apply concepts of managing workers in a sport organization.
- Analyze the organizational structure of sport governing bodies.
- Identify basic principles of marketing, managing liability risk, and financial structures in the sport industry.

III. COURSE OUTLINE

Unit I Outline (Modules 1-5)

Unit I FOUNDATIONS OF SPORT MANAGEMENT Details

MODULE 1

Chapter 1: "History of Sport Management"

Completion date:

MODULE 2

Chapter 2: "Management Principles Applied to Sport Management"

Completion date:

MODULE 3

Chapter 3: "Marketing Principles Applied to Sport Management"

Completion date:

MODULE 4

Chapter 4: "Financial Principles Applied to Sport Management"

Completion date:

MODULE 5

Chapter 5: "Legal Principles Applied to Sport Management"

Completion date:

UNIT I EVALUATION

Completion date:

Unit II Outline (Modules 6-10)

UNIT II AMATEUR & PROFESSIONAL SPORT INDUSTRY Details

MODULE 6

Chapter 7 "High School and Youth Sports"

Completion date:

MODULE 7

Chapter 8 "Collegiate Sport"

Completion date:

MODULE 8

Chapter 9 "International Sport"

Completion date:

MODULE 9

Chapter 10 "Professional Sport"

Completion date:

MODULE 10

Chapter 11 "Sports Agency"

Completion date:

UNIT II EVALUATION

Completion date:

Unit III Outline (Modules 11-15)

UNIT III SPORT INDUSTRY SUPPORT SEGMENTS

MODULE 11

Chapter 12 "Facility Management"

Completion date:

MODULE 12

Chapter 13 "Event Management"

Completion date:

MODULE 13

Chapter 15 "Sport Sponsorship"

Completion date:

MODULE 14

Chapter 18 "The Sporting Goods and Licensed Products Industries"

Completion date:

MODULE 15

Chapter 21 "Strategies for Career Success"

Completion date:

UNIT III EVALUATION

Completion date:

IV. EVALUATION METHODS

Unit Exams (3)	300 points
Weekly Critiques (10)	200 points
Sport Management Topic Paper (2)	100 points
Case Study Paper (6)	300 points
Discussion Board Use (2)	100 <u>points</u>
Total.....	1000 points

V. GRADING SCALE

900 pts and above =	A
890 - 800 pts =	B
790 - 700 pts =	C
690 - 600 pts =	D
590 pts and below =	F

Students who miss a test or do not submit material by the due date and time will receive a "0" for that test/assignment. It is important for the student to remember that all delays in the completion of the module and unit assignments are potentially detrimental to effective and efficient functioning and should be avoided.

Weekly Critique Instructions

Please select one article from Street & Smith's Sports Business Journal about an interesting sports topic related to sport management. You need to write at least two or three paragraphs expressing your opinion about the article you have chosen. For example: "Do you agree or disagree? Why or why not?" "How do you feel this article will impact the sport industry regarding sport management?" In order to receive credit for this assignment you need to post it on the class blog (<http://sport-management.blogspot.com>) each week.

Sport Management Topic Papers

Please choose 2 sport management-related topics that interest you from the textbook's chapters. The topics need to be approved by the instructor by _____. Once your topics have been approved, write a three page paper for each topic discussing each specific area. Therefore, you will have 2 separate papers, one for each topic. Make your topics as specific as possible and avoid papers that are an overview. I would like to know what you think instead of just providing a summary. You need to type it using Microsoft Word software and save it as ".doc" file and upload the file to the "Assignment" section on WebCT. If you wish to further discuss your topics with me, please e-mail me with your questions. The due date for each paper is the date for each unit exam. Therefore, this assignment needs to be submitted by the end of each unit exam (total 100 points possible). For example, the first paper is due on the date of the unit 1 exam.

Case Study Papers

Answer the questions for discussion for each assigned case study. The case study and questions for discussion can be found at the end of the assigned chapters. You are expected to clearly write your responses after reading the case. I am more interested in your opinion so, please do not summarize the whole case. You need to type it with Microsoft Word software and save it as ".doc" file and upload the file to the "Assignment" section on WebCT. The answers to the case study discussion questions are due on the assigned due dates. (Refer to syllabus) (total 300 points possible)

Discussion Board Posting Instructions

In the Communication section, you will find an icon for the Discussion Board. Please use this function when you need to post responses to assignments in each Module. You will be able to review responses submitted by other students in the course and they will be able to view your responses. Your participation in the Discussion Board is worth a possible total of 100 points.

Unit Evaluations

UNIT I EVALUATION

Includes Modules 1, 2, 3, 4 and 5

Includes Chapter 1, 2, 3, 4 and 5

Dates available:

Type of test: Online

Type of questions: Multiple Choice and True/False

100 points possible

UNIT II EVALUATION

Includes Modules 6, 7, 8, 9 and 10

Includes Chapter 7, 8, 9, 10 and 11

Dates available:

Type of test: Online

Type of questions: Multiple Choice and True/False

100 points possible

UNIT III EVALUATION

Includes Modules 11, 12, 13, 14 and 15

Includes Chapter 12, 13, 15, 18 and 21

Dates available:

Type of test: Online

Type of questions: Multiple Choice and True/False

100 points possible

VI. REQUIRED TEXTS

Masteralexis, Barr, & Hums. *Principles and Practice of Sport Management*. 2nd ed. Jones and Bartlett Publishers, Sudbury, MA.

Street & Smith's Sports Business Journal Current Subscription

VII. BIBLIOGRAPHY

Fried, G., Shapiro, S.J., & Deschriver, 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.

VIII. ACADEMIC DISHONESTY POLICY

Representing another's work for your own, cheating, or plagiarism will not be tolerated and will result in an "F" grade for the course and possible university imposed disciplinary actions.

MODULE 1

HISTORY OF SPORT MANAGEMENT



OBJECTIVES:

1. Explain the history of management in sport
2. Students should learn that the roots of contemporary sport management extend to eighteenth-century England. Early aristocrats in England, who held thoroughbred races, formed jockey clubs, and allowed the masses to be spectators, can be viewed as precursors to modern sport managers. American baseball and the Olympics, for example, have their roots in English culture.
3. When organized sport came to the United States, unique “American” culture resulted in sport structures that differed from European models. Harness racing, professional baseball, and professional golf tours in the United States developed differently from each other and from European models. These examples help students realize the impact of different cultures on sport and the unique contribution of American management to the development of sport.
4. Over time, sport managers struggle to keep sport honest, or at least appearing honest. In the late twentieth and early twenty-first century, successful managers developed structures that promoted honesty. The chapter introduces students to this issue and leaves plenty of room for the instructor to discuss “honesty crises” (e.g., Black Sox scandal or NCAA college basketball gambling scandal of 1951) in sport.
5. Students should understand the historic tension in American sport between democratic ideals and race, class, and gender segregation. Modern sport structures are inherently exclusive. Leagues and teams impose age limits, performance criteria, or geographical/citizenship criteria. In the context of American society, these limitations were used to promote social divisions.
6. The academic field of sport management as we know it today is still young. It is important that students understand that the need for trained sport managers grew from a cooperative idea of practitioners and academics. This will reinforce why instructors need to emphasize the practical application of what students learn in the classroom.
7. It is important that students understand that sport management academic programs exist around the world. It is essential to point out that although these programs may share similar curricular

topics (e.g., sport marketing or sport law), each country trains its sport management students in a manner appropriate for its sports industry.

8. Students need to be familiar with the basic NASSM/NASPE guidelines for an ideal sport management curriculum. This enables them to see the importance of a well-rounded curriculum that truly prepares them for jobs in the sport industry.

ASSIGNMENTS:

1. Read Chapter 1 of the textbook "History of Sport Management".
2. Look over the Powerpoint slides prepared by the Instructor and post any questions you have on Discussion Board.
3. Review the Key Words found on the Title page of Chapter 1 in the top right corner.
4. Post your first article critique on the course blog (<http://sport-management.blogspot.com>). The instructions are as follows:
 - a. You need to connect to the web page using the link provided above.
 - b. Scroll down until you see "Archives" on the left hand side. Click on "June 2006".
 - c. You will see "Summer 2006- Post your weekly SBJ critiques here". Under this heading, click "Comments".
 - d. A pop-up box will come on the screen. In this box, type your weekly critique. When you are finished, choose "other" on the "choose an identity" column. Then make sure you type in your full name.
 - e. Click "Publish your comment" to post your critique and then you are finished.
5. Post a short statement on the Discussion Board in the Communication section to highlight one concept that you learned in this module that you think is the most important point in this chapter.
6. Post any questions about this module that you may have on the Discussion board in the Communication section so that others in the class can benefit from your questions.
7. The information from this module will be included in the Unit I Test.
8. All assignments and readings related to module 1 need to be completed by

ADDITIONAL RESOURCES:

1. Although there are many books on sport history, you will need to find books that provide information on the history of sport management.
2. Adelman, M. (1986). *A sporting time: New York City and the rise of modern athletics, 1820-1870*. Urbana, IL: University of Illinois Press.
3. Cruise, D., & Griffiths, A. (1991). *Net worth: Exploding the myths of pro hockey*. Toronto, ON: Penguin Books.
4. Gorman, J., & Calhoun, K. (1994). *The name of the game: The business of sports*. New York: Wiley Press.
5. Gorn, E., & Goldstein, W. (1993). *A brief history of American sport*. New York: Wang and Hill.
6. Helyar, J. (1994). *Lords of the realm: The real history of baseball*. New York: Ballantine Books.
7. Leifer, E.M. (1995). *Making the majors: The transformation of team sports in America*. Cambridge, MA: Harvard University Press.
8. Quirk, J., & Fort, R.D. (1997). *Pay dirt: The business of professional team sports* (2nd ed.). Princeton, NJ: Princeton University Press.
9. The NASPE/NASSM curriculum guidelines are explained in greater detail in the following article: NASPE/NASSM Joint Task Force on Sport Management Curriculum and Accreditation.

(1993). Standards for curriculum and voluntary accreditation of sport management education programs. *Journal of Sport Management*, 7, 159–170.

MODULE 2

MANAGEMENT PRICIPLES APPLIED TO SPORT MANAGEMENT



OBJECTIVES:

1. Apply concepts of managing workers in a sport organization
2. Students should know that sport organizations are run similar to business organizations, with the appropriate management thought and practices applied to the sport industry. Thus, the sport management student should concentrate on learning management practices and skills and how they can best be utilized for success in the sport workplace.
3. One key management practice is working with people. Teachers should first emphasize the four functional areas of management—planning, organizing, leading, and evaluating—and then discuss how these apply when dealing with people who are internal or external to the sport organization.
4. Other basic management skills needed to be a successful sport manager include communicating verbally and in writing, managing diversity, managing technology, making decisions, understanding organizational politics, managing change, motivating employees, and taking initiative.
5. The student should understand how the sport industry has evolved, competing in a global market and becoming technologically advanced. A sport management student needs to be introduced to the current and future trends facing sport managers, including workplace diversity, managing technology, and international sport management so that he or she can prepare to become a success in the field.

ASSIGNMENTS:

1. Read Chapter 2 of the textbook “Management Principles Applied to Sport Management”.
2. Look over the Powerpoint slides prepared by the Instructor and post any questions you have on Discussion Board.
3. Review the Key Words found on the Title page of Chapter 2 in the top right corner.
4. Post a short statement on the Discussion Board in the Communication section to highlight one concept that you learned in this module that you think is the most important point in this chapter.
5. Post any questions about this module that you may have on the Discussion board in the Communication section so that others in the class can benefit from your questions.

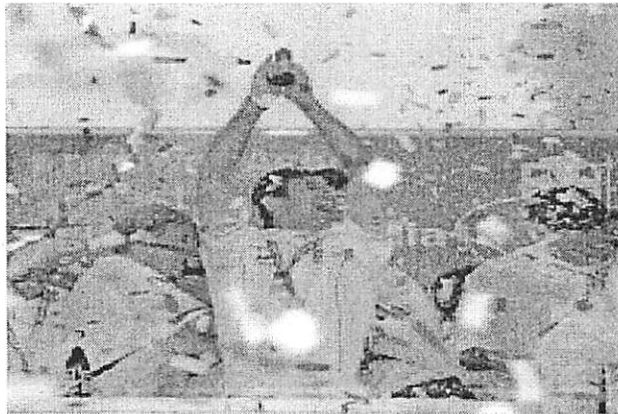
7. The information from this module will be included in the Unit I Test.
8. All assignments and reading related to module 2 need to be completed by

ADDITIONAL RESOURCES:

1. Some sport management texts present information about management basics; however, you may also need to examine textbooks used in an Introductory Management class.
2. Chelladurai, P. (2001). *Managing organizations for sport and physical activity: A systems perspective*. Scottsdale, AZ: Holcomb Hathaway.
3. Covell, D., Walker, S., Siciliano, J., & Hess, P.W. (2003). *Managing sports organizations: Responsibility for performance*. Canada: Thomson South-western.
4. Miller, L.K. (1997). *Sport business management*. Gaithersburg, MD: Aspen Publishers.
5. Parkhouse, B.L. (2005). *The management of sport: Its foundation and application* (4th ed.). Boston: McGraw-Hill.
6. Parks, J.B., & Quarterman, J. (2003). *Contemporary sport management* (2nd ed.). Champaign, IL: Human Kinetics.
7. Slack, T. (1997). *Understanding sport organizations: The application of organization theory*. Champaign, IL: Human Kinetics.
8. *Journal of Sport Management*, published by Human Kinetics.

MODULE 3

MARKETING PRINCIPLES APPLIED TO SPORT MANAGEMENT



OBJECTIVES:

1. Identify basic principles of marketing, managing liability risk, and financial structures in the sport industry
2. In this chapter the student should learn:
 - How marketing sport differs from the marketing of traditional products and services. In particular, the student should learn the unique attributes of the sport product and the benefits and challenges therein for the sport marketer.
 - The historical development of the field of sport marketing, with a particular emphasis on the impact of broadcasting, sponsorship, promotion, and marketing research.
 - How the four P's of marketing apply to sport marketing given the unique aspects of the sport industry.
 - The importance of fostering fan identification and utilizing relationship marketing strategies.
3. The chapter also supplies industry trends and industry approaches in sport marketing.
4. After reading this chapter, the student should have an idea of the key skills needed to be successful in sport marketing

ASSIGNMENTS:

1. Read Chapter 3 of the textbook "Marketing Principles Applied to Sport Management".
2. Look over the Powerpoint slides prepared by the Instructor and post any questions you have on Discussion Board.
3. Review the Key Words found on the Title page of Chapter 3 in the top right corner.
4. Post your first article critique on the course blog (<http://sport-management.blogspot.com>). The instructions are as follows:
 - a. You need to connect to the web page using the link provided above.
 - b. Scroll down until you see "Archives" on the left hand side. Click on "June 2006".
 - c. You will see "Summer 2006- Post your weekly SBJ critiques here". Under this heading, click "Comments".
 - d. A pop-up box will come on the screen. In this box, type your weekly critique. When you are finished, choose "other" on the "choose an identity" column. Then make sure you type in your full name.

- e. Click "Publish your comment" to post your critique and then you are finished.
5. Post a short statement on the Discussion Board in the Communication section to highlight one concept that you learned in this module that you think is the most important point in this chapter.
6. Post any questions about this module that you may have on the Discussion board in the Communication section so that others in the class can benefit from your questions.
7. The information from this module will be included in the Unit I Test.
8. All assignments and readings related to module 3 need to be completed by

ADDITIONAL RESOURCES:

1. *Sport Marketing Quarterly*, Fitness Information Technology, Inc., a Division of ICPE, 262 Coliseum, WVU-PE, P.O. Box 6116, Morgantown, WV 26506-6116, USA (ISSN 1061-6934).
2. *Team Marketing Report*, *Sports Advertising Report*, *The Sports Sponsor Fact Book*, and *500 Great Sports Promotion Ideas*, 900 North Michigan Avenue, Suite 2100, Chicago, IL 60611.
3. Irwin, R., Sutton, W.A., & McCarthy, L.M. (2002). *Sport promotion and sales management*. Champaign, IL: Human Kinetics.
4. Mullin, B., Hardy, S., & Sutton, W.A. (2000). *Sport marketing* (2nd ed.). Champaign, IL: Human Kinetics.
5. Pitts, B.G, & Stotlar, D. (2002). *Fundamentals of sport marketing* (2nd ed.). Morgantown, WV: Fitness Information Technology.
6. Shank, M.D. (2002). *Sports marketing: A strategic perspective* (2nd ed.). Upper Saddle River, NJ: Prentice Hall.
7. Stotlar, D. (1993). *Successful sport marketing*. Madison, WI: Brown and Benchmark.
8. Ukman, L. *IEG Sponsorship Report*, International Events Group, 640 N. LaSalle Street, Suite 600, Chicago, IL 60610.

UNIT I EVALUATION

1. Unit I is comprised of Modules 1, 2, 3, 4, 5 and 6 which cover the material from Chapters 1, 2, 3, 4 and 5. To complete the Unit I evaluation you should have:
 - a. Completed and submitted an article critique on the course blog for Modules 1, 3 and 5.
 - b. Posted on the Discussion Board a short statement of one concept that is important to you. There should be one for each of the six modules.

2. You need to complete the Unit I test which has a total of 50 questions. (Multiple choice and true/false) This test will be available online and can be found by clicking on the Evaluation Tool icon.
This is a closed book test.

3. You can complete and submit your sport management topic paper now or any time before the unit 1 exam window closes. (Detailed instructions for this assignment can be found under the Course Information section).