

GEORGE MASON UNIVERSITY
School of Recreation, Health, and Tourism

SPMT 556— The Global Soccer Industry

DAY/TIME: M 7:20-10:00pm LOCATION: Fine Arts B112
INSTRUCTOR: Professor John Nauright EMAIL ADDRESS: jnaurigh@gmu.edu
OFFICE LOCATION: BRH 227 PHONE NUMBER: 703-993-2061
OFFICE HOURS: W 10am-2pm FAX NUMBER: 703-993-2025

PREREQUISITES: none

COURSE DESCRIPTION

Explores the international soccer industry focusing on major professional leagues, international federations, international movement of players, the production of soccer equipment, legal and social issues.

COURSE OBJECTIVES

1. Demonstrate how the global soccer industry operates at local, regional, national and international levels.
2. Conduct a research project on a key issue in international soccer.
3. Explain different models of professional soccer organization.
4. Demonstrate how soccer is governed at league, national and international levels.
5. Measure how soccer in the USA links to the global soccer system.
6. Explain the relationship between culture, identities, and soccer around the world.

COURSE OVERVIEW

This course provides sport management and sport studies students with an in depth understanding of the organization, administration, marketing, sponsorship, law, and policy issues in international soccer with particular reference to the major soccer leagues such as the Premier League (England), La Liga (Spain), Serie A (Italy), Bundesliga (Germany), etc., The European Champions League, and major governing bodies such as Fédération Internationale de Football Association (FIFA) and Union of European Football Associations (UEFA). The interface with Major League Soccer (MLS) and soccer in the United States and the global soccer industry also will be explored.

We will explore the history, organization, marketing and cultural significance of soccer worldwide. Class will be conducted in seminar format. Students are expected to complete readings prior to class sessions. Students will complete a research project on a key issue facing soccer internationally.

HONOR CODE:

Students are held to the standards of the George Mason University Honor Code. You are expected to attend all class sections, actively participate in class discussions, complete in-class exercises and fulfill all assignments. Assignments must be turned in at the beginning of class on the specified date due or **no credit will be given.**

REQUIRED READINGS

(Readings from the following books as well as academic journals such as *Soccer and Society*, *Sport in Society*, *International Journal of Sports Marketing and Sponsorship*.

Books:

- Burns, J. (2000). *Barça: A people's passion*. London: Bloomesbury.
- Foer, F. (2005). *How soccer explains the world*. New York: Harper Perennial.
- Foot, J. (2007). *Winning at all costs: A scandalous history of Italian soccer*. New York: Nation Books.
- Hamil, S. & Chadwick, S. (2010). *Managing football: An international perspective*. London: Butterworth-Heinemann.
- Winner, D. (2010). *Brilliant orange: The neurotic genius of Dutch soccer*. New York: Overlook Press.

RECOMMENDED READINGS:

- Giulianotti, R. & Robertson, R. (2009). *Globalization and football*. London: Sage.
- Goldblatt, D. (2008). *The ball is round: A global history of soccer*. New York: Riverhead Books.
- Hassan, D. & Hamil, S. (2011). *Who owns football?: Governance and management of the club game worldwide*. London: Routledge.
- Kuper, S. (2006). *Soccer against the enemy*. New York: Nation Books.

EVALUATION

This course will be graded on a point system, with a total of 100 possible points.

	Points
Requirements	
Exam	
#1	30
<i>Research Presentation</i>	20
<i>Research Project</i>	30
<i>Participation</i>	<u>20</u>
TOTAL	100

Grading Scale

A+ = 97 – 100

A = 93 – 96 B+ = 88 – 89 C = 70 – 79

A- = 90 – 92 B = 83 – 87 F = 0 – 59

B- = 80 – 82

TENTATIVE COURSE SCHEDULE

(This course meets once a week in seminar format).

August 29: **Introduction and Overview**

Sept. 12: **The English Origins and Spread of the Global Game**

Introductory Lecture. Suggested Reading: Goldblatt, Chapters 1-4.

Sept. 19: **Understanding the Meanings of Soccer/Football Around the World**

Reading: Foer, *How Soccer Explains the World*.

Sept. 26: **Case Study: Calcio Italia**

Reading: Foot, *Winning at All Costs*.

Oct. 3 Case Study: Brilliant Orange: The Dutch and Football

Reading: Winner, *Brilliant Orange*.

Oct. 11 (note Mon. schedule) Case Study: Mes Que un Club: FC Barcelona

Reading: Burns, *Barça*.

Oct. 17 Managing Football: Governance and Media

Reading: Chadwick & Hamil, Chapters 1-5

Oct. 24 Marketing Football

Reading: Chadwick & Hamil, Chapters 6-9

Oct. 31 Infrastructure in Football

Reading: Chadwick & Hamil, Chapters 10-13

Nov. 7 The “Big 5” Leagues

Reading: Chadwick & Hamil, Chapters 14-18

Nov. 15-16 Sport in the Global South Conference (Football and Developing Nations)

No class this week. Students are expected to attend at least one session of the Sport and the Global South Conference (though I realize most of you are already working at the event).

Nov. 21 The Politics and Economics of FIFA and the World Cup

Reading: to be supplied

Nov. 28 Gender Relations, Women and Football

Reading: to be supplied

Dec. 5 Research Presentations**Dec. 12 Research Essays Due***Student Expectations*

Students must adhere to the guidelines of the George Mason University Honor Code [See <http://academicintegrity.gmu.edu/honorcode/>].

Students with disabilities seeking accommodations in a course must be registered with the George Mason University Office of Disability Services (ODS) and inform their instructor, in writing, at the beginning of the semester [See <http://ods.gmu.edu/>].



Students must follow the university policy for Responsible Use of Computing [See <http://universitypolicy.gmu.edu/1301gen.html>].

Students are responsible for the content of university communications sent to their George Mason University email account and are required to activate their account and check it regularly. All communication from the university, college, school, and program will be sent to students solely through their Mason email account.

Students must follow the university policy stating that all sound emitting devices shall be turned off during class unless otherwise authorized by the instructor.

Students are expected to exhibit professional behaviors and dispositions at all times.

Campus Resources

The George Mason University Counseling and Psychological Services (CAPS) staff consists of professional counseling and clinical psychologists, social workers, and counselors who offer a wide range of services (e.g., individual and group counseling, workshops and outreach programs) to enhance students' personal experience and academic performance [See <http://caps.gmu.edu/>].

The George Mason University Writing Center staff provides a variety of resources and services (e.g., tutoring, workshops, writing guides, handbooks) intended to support students as they work to construct and share knowledge through writing [See <http://writingcenter.gmu.edu/>].

For additional information on the College of Education and Human Development, School of Recreation, Health, and Tourism, please visit our website [See <http://rht.gmu.edu>].