

**George Mason University**  
**College of Education and Human Development**  
School of Recreation, Health, and Tourism

SPMT 201 – 003 – Introduction to Sport Management  
Spring 2018 – Wed/Fri 12:00 – 1:15 PM – Thompson Hall L013

**Faculty**

Name: Ms. Lindsey Campbell  
Office hours: By arrangement, please e-mail to setup a time and place, or by SKYPE  
Office location: Thompson Hall Room 2107  
Office phone: 703-993-5210  
Email address: **Lcampbe1@gmu.edu** - note, please do not email me @masonlive.gmu.edu, I will never see it.

**Prerequisites/Corequisites**

none

**University Catalog Course Description**

Introduces sport management profession. Primary focus is on sport industry, including professional sport entertainment, amateur sport entertainment, for-profit sport participation, nonprofit sport participation, sporting goods, and sport services.

**Course Delivery Method**

This course will be delivered using a lecture and discussion format.

**Learner Outcomes or Objectives**

At the conclusion of this course, students should be able to:

1. Differentiate between the various functional areas of sport management;
2. Describe the organizational and managerial foundations of sport management;
3. Identify the historical, sociological, cultural, and psychological foundations of sport management;
4. Identify current trends and issues in sport management;
5. Demonstrate an understanding of professional preparation in sport management.
6. Demonstrate an improvement in their overall communications skills during class

**Texts**

Masteralexis, L.P., Barr, C.A., & Hums, M. (2015) Sport Industry Readings. (C.Atwater & C. Esherick, Eds.) Burlington, MA: Jones and Bartlett Learning.

Esherick, C., & Baker, R. E. (2013). Fundamentals of Sport Management. Champaign, IL: Human Kinetics Publishers.

Ad-hoc readings posted on Blackboard course.

**Course Performance Evaluation**

Students are expected to submit all assignments on time in the manner outlined by the instructor (e.g., Blackboard, Tk20, hard copy).

The instructor is solely responsible for assigning grades. As such, the instructor reserves the right to assess student performance in each of the categories identified in the EVALUATION section of this syllabus. Student non-compliance with stated academic, honor, attendance, or participation expectations will result in a '0' for the associated evaluation.

<b>Midterm Exam – multiple choice, T/F</b>	<b>250</b>
<b>Final Exam – multiple choice, T/F</b>	<b>250</b>
<b>Attendance (&amp; punctuality) and <u>Active Class Discussion</u></b>	<b>200</b>
<b>Journals &amp; Current Topic (see Blackboard “Your Journals), 30 points per journal)</b>	<b>300</b>
<b>TOTAL POSSIBLE EARNED POINTS</b>	<b>1,000</b>

***Instructor Expectations:***

1. All assigned reading for each class is expected to be done prior to class.
2. All written assignments must be typed (computer word processing is recommended).
3. **Regular attendance and participation is expected.** If you miss a class, it is your responsibility to obtain class materials from sources other than the instructor.
4. Students must abide by the Honor Code, guided by the spirit of academic integrity.

***Class Attendance:***

**It enhances your academic success to be in class; therefore, you should attend ALL scheduled class meetings in accordance with George Mason policy:** Students are expected to attend the class periods of the courses for which they register. In-class participation is important not only to the individual student, but to the class as a whole. **Because class participation may be a factor in grading, instructors may use absence, tardiness, or early departure as de facto evidence of nonparticipation.** Students who miss an exam with an acceptable excuse may be penalized according to the individual instructor's grading policy, as stated in the course syllabus.

***Participation:***

Respect the free exchange of thought in an academic environment and the participants therein. For example: a) do not have any sound emitting devices turned on; b) wait until the teacher/guest speaker has finished prior to gathering your belongings; and c) do not smoke, chew tobacco, eat, sleep, disrupt others by inappropriate talking, or disrespect the class schedule by being tardy. You are encouraged to a) feel free to openly and respectfully contribute your thoughts; b) listen actively to the comments of others; c) be punctual; d) ask any and all appropriate questions that you have; and e) maintain civility in your interpersonal communications. Class discussions will be conducted in a civil, informed fashion wherein disruptive students will be asked to leave the class.

**Your contributions are not only welcomed, they are essential.**

***Alternative Work:*** *There is NO make-up work.* Only those excused absences supported by documentation will be addressed at the instructor's discretion on an individual basis (e.g. a physician's note for an illness). Alternative work due to intercollegiate athletic competitions or other legitimate university activity must be arranged PRIOR to due date. A grade of '0' will be assigned to all missed work unless otherwise determined by the instructor.

**Grading Scale**

A = 94 – 100	B+ = 88 – 89	C+ = 78 – 79	D = 60 – 69
A- = 90 – 93	B = 84 – 87	C = 74 – 77	F = 0 – 59
	B- = 80 – 83	C- = 70 – 73	

**Professional Dispositions**

See <https://cehd.gmu.edu/students/polices-procedures/>

### Core Values Commitment

The College of Education and Human Development is committed to collaboration, ethical leadership, innovation, research-based practice, and social justice. Students are expected to adhere to these principles:

<http://cehd.gmu.edu/values/>.

### GMU Policies and Resources for Students

#### *Policies*

- Students must adhere to the guidelines of the Mason Honor Code (see <http://oai.gmu.edu/the-mason-honor-code/>).
- Students must follow the university policy for Responsible Use of Computing (see <http://universitypolicy.gmu.edu/policies/responsible-use-of-computing/>).
- Students are responsible for the content of university communications sent to their Mason 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 with disabilities who seek accommodations in a course must be registered with George Mason University Disability Services. Approved accommodations will begin at the time the written letter from Disability Services is received by the instructor (see <http://ods.gmu.edu/>).
- Students must follow the university policy stating that all sound emitting devices shall be silenced during class unless otherwise authorized by the instructor.

#### *Campus Resources*

- Support for submission of assignments to Tk20 should be directed to [tk20help@gmu.edu](mailto:tk20help@gmu.edu) or <https://cehd.gmu.edu/aero/tk20>. Questions or concerns regarding use of Blackboard should be directed to <http://coursessupport.gmu.edu/>.
- For information on student support resources on campus, see <https://ctfe.gmu.edu/teaching/student-support-resources-on-campus>

For additional information on the College of Education and Human Development, please visit our website <https://cehd.gmu.edu/students/>.



	<b>When?</b>	<b>Topic?</b>	<b>What is Due?</b>
WED	1/24	Welcome to SPMT 201	
FRI	1/26	Sport Management Knowledge Activity	
WED	1/31	Foundations of Sport Management	Chapter 1
FRI	2/2	Management Principals Applied to SPMT	Chapter 2, Journal #1
WED	2/7	Marketing Principals Applied to SPMT	Chapter 3
FRI	2/9	Financial and Economics Applied to SPMT	Chapter 4, Journal #2
WED	2/14	Legal Principals Applied to SPMT	Chapter 5
FRI	2/16	Ethical Principals Applied to SPMT	Chapter 6, Journal #3
WED	2/21	High School and Youth Sport	Chapter 7
FRI	2/23	Collegiate Sport	Chapter 8,
WED	2/28	International Sport	Chapter 9, Journal #4
FRI	3/2	Professional Sport	Chapter 10, Journal #5
WED	3/7	Review for Midterm Exam	
<b>FRI</b>	<b>3/9</b>	<b>Midterm Exam</b>	
<i>WED</i>	<i>3/14</i>	<i>Spring Break no class</i>	
<i>FRI</i>	<i>3/16</i>	<i>Spring Break no class</i>	
WED	3/21	Midterm Analysis	
FRI	3/23	Sports Agency	Chapter 11
WED	3/28	Facility Management	Chapter 12, Journal #6
FRI	3/30	Event Management	Chapter 13
WED	4/4	Sport Sales	Chapter 14
FRI	4/6	Sport Sponsorship	Chapter 15
WED	4/11	Sport Communications	Chapter 16, Journal #7
FRI	4/13	Sport Broadcasting	Chapter 17
WED	4/18	Sporting Goods and Licensing	Chapter 18
FRI	4/20	Recreational Sport	Chapter 20, Journal #8
WED	4/25	Career Success	Chapter 21, Journal #9
FRI	4/27	Review for Final Exam	
WED	5/2	Review for Final Exam	
FRI	5/4	<b>Final Exam</b>	

**Note: Faculty reserves the right to alter the schedule as necessary, with notification to students.**