

**GEORGE MASON UNIVERSITY**  
**College of Education and Human Development**  
*School of Sport, Recreation and Tourism Management*  
**SPMT 201 Introduction to Sport Management (3)**  
*Spring 2022*

<b>DAY/TIME:</b>	TR 1:30pm-2:45 am	<b>LOCATION:</b>	TH L013
<b>PROFESSOR</b>	Craig Esheric	<b>EMAIL ADDRESS</b>	cesheric@gmu.edu
<b>OFFICE LOCATION:</b>	Krug 213D	<b>PHONE NUMBER:</b>	703-993-9922
<b>OFFICE HOURS:</b>	<i>W 10-2pm; R 10-1pm</i> <i>By appointment</i>	<b>FAX NUMBER:</b>	703-993-9707

### **PREREQUISITES**

None

### **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 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. Appreciate current research in sport management.

### **INSTRUCTOR EXPECTATIONS**

1. All assigned reading for each class is expected to be done prior to coming to class.
2. All written assignments must be typed.
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. Attendance will be monitored and attendance is defined as arriving on time for class and remaining in class.
4. You will be expected to check Bb regularly as well as being alert to emails from the instructor. The instructor will email you using *Bb email*.

### **CLASS ATTENDANCE**

It enhances your academic success to be in class; therefore, you should attend ALL scheduled class meetings. Students are expected to attend the class periods of the courses for which they register and attend those classes **on time**. In-class participation is important not only to the individual student, but to the class as a whole. Because class participation is a factor in grading, instructors may use absence, tardiness, or early departure as de facto evidence of nonparticipation. Texting in class is **NOT** acceptable behavior; neither is falling asleep. It is assumed that laptops are being used to take notes or to follow Blackboard power points; other use is a distraction to me and your classmates. Taking notes *during every class* is recommended.



<b>REQUIREMENTS</b>	<b>% of Grade</b>
<p><b>Attendance, Assignments and Participation:</b> Students are expected to attend class regularly and participate, in person and online, in active discussions and lectures. Assignments must be typed and evidence a minimum standard of college work.</p>	15%
<p><b>Midterm Examination:</b> Multiple choice, true/false, matching, definition, essay and fill in the blank – All materials covered up to the day of the midterm exam will be included (3/8/2022)</p>	25%
<p><b>Final Examination:</b> Multiple choice, true/false, matching, definitions, essay, fill in the blank – All materials covered between the midterm exam and the final exam will be included; will add two or more chapters from midterm to the final exam coverage (5/17/2022).</p>	35%
<p><b>Interview Project:</b> Students are required to develop an interview protocol and conduct a 15-30 minute interview with an individual <i>employed full-time</i> in the <b>sport industry</b>. Students provide a college level paper with a title page, an introduction, a question and answer section and summary/opinion/conclusion to satisfy the written portion of the assignment. Students also give an oral presentation of approximately 5 minutes describing who they interviewed and what they learned in the interview during the last two days of in person class (5/3 and 5/5/22).</p>	25%
<b>Total</b>	<b>100%</b>

## PROFESSIONAL BEHAVIOR

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

## TENTATIVE COURSE SCHEDULE

DATE			TOPIC	READINGS AND ASSIGNMENTS DUE
T	January	25	Introduction to class and the sport industry; expectations for semester, how you are evaluated	Syllabus; Blackboard
R		27	History of Sport Management	Chapter 1
T	February	1	Management Principles	Chapter 2
R		3	Marketing Principles	Chapter 3
T		8	Finance and Economics	Chapter 4
R		10	Legal Principles	Chapter 5
T		15	Ethical Principles	Chapter 6
R		17	High School and Youth Sport	Chapter 7
T		22	Collegiate Sport	Chapter 8
R		24	International Sport	Chapter 9
T	March	1	Professional Sport	Chapter 10
R		3	Sport Agency	Chapter 11

DATE			TOPIC	READINGS AND ASSIGNMENTS DUE
T	March	8	<b>MIDTERM EXAM</b>	<i>Bring blue or black ink pen—no pencils</i>
R		10	Careers in Sport Management	Chapter 20
T		22	Facility Management	Chapter 12
R		24	Event Management	Chapter 13
T		29	Sport Sales	Chapter 14
R		31	Sport Sponsorship	Chapter 15
T	April	5	Sport Analytics	Chapter 16
R		7	Sport Broadcasting	Chapter 17
T		12	The Sporting Goods and Licensed Products Industries	Chapter 18
R		14	Sport Tourism	Power Point
T		19	Golf Club Management/Golf, Tennis Industry	Chapter 19
R		21	Review/Guest Speaker	Review notes/PPT
T		26	Sport Diplomacy and Sport for Development	Power Point
R		28	Final Exam mini-review/Paper assignment review	Review notes/PPT
T	May	3	Oral Presentations Day #1 Interview Project	<b>Attendance Mandatory</b>
R		5	Oral Presentations Day #2 Interview Project	<b>Attendance Mandatory</b>
<i>Fr</i>		<i>6</i>	<i>Interview Project paper-sport industry employee</i>	<i>Paper Due May 6th</i>
<b>T</b>		<b>17</b>	<b>FINAL EXAM (1:30pm-4:15pm) Classroom</b>	<b>Selected first half content/ALL second half course content</b>

*Note: Faculty reserves the right to alter the schedule as necessary.*

#### **STUDENT EXPECTATIONS**

- Students must adhere to the guidelines of the George Mason University Honor Code [See <http://oai.gmu.edu/honor-code/>].
- Students with disabilities who seek 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://ds.gmu.edu/>].
- 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 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.

### *Campus Resources*

- Questions, or regarding use of Blackboard should be directed to: <https://its.gmu.edu/knowledge-base/blackboard-instructional-technology-support-for-students/>
- For information on student support resources on campus, see <https://ctfe.gmu.edu/teaching/student-support-resources-on-campus>
- For additional information on the School of Sport, Recreation, and Tourism Management, please visit our website [See <http://srtm.gmu.edu>].
- *Notice of mandatory reporting of sexual assault, interpersonal violence, and stalking:* As a faculty member, I am designated as a “Responsible Employee,” and must report all disclosures of sexual assault, interpersonal violence, and stalking to Mason’s Title IX Coordinator per University Policy 1202. If you wish to speak with someone confidentially, please contact one of Mason’s confidential resources, such as Student Support and Advocacy Center (SSAC) at 703-380-1434 or Counseling and Psychological Services (CAPS) at 703-993-2380. You may also seek assistance from Mason’s Title IX Coordinator by calling 703-993-8730, or emailing [titleix@gmu.edu](mailto:titleix@gmu.edu).

### **CORE VALUES COMMITMENT**

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

