

GEORGE MASON UNIVERSITY
College of Education and Human Development
School of Sport, Recreation and Tourism Management

SPMT 201 Introduction to Sport Management (3)
Spring 2024

DAY/TIME:	MW 12:00pm-1:15 pm	LOCATION:	West Building 1008
PROFESSOR	Dr. Jacqueline McDowell	EMAIL ADDRESS	jmcdowe7@gmu.edu
OFFICE LOCATION:	Thompson Hall 2203	PHONE NUMBER:	(703) 993-7088
OFFICE HOURS:	<i>By appointment</i>		

PREREQUISITES

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 OVERVIEW

This course provides students with introductory knowledge of skills needed to properly manage programs in recreation and athletics, including intercollegiate and interscholastic athletics, intramural and club programs, and alternative athletic programs such as corporate fitness centers and YMCA's.

COURSE DELIVERY METHOD

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

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. .

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; other use is a distraction to me and your classmates. *Taking notes during every class is recommended.*

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

ALTERNATIVE WORK

There is NO make-up work. A grade of '0' will be assigned to all missed work unless otherwise determined by the instructor. 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).

Absences from classes or exams to observe religious holidays or to participate in university-sponsored activities (e.g., intercollegiate athletics, forensics team, dance company, etc.) will not affect your participation grade. An excused absence does not relieve students from responsibility for any part of the course work required during the absence. Students who miss classes, exams, or other assignments as a consequence of their religious observance or for participation in a university activity will be provided a reasonable alternative opportunity to make up the missed work. It is the obligation of students to provide the instructor the dates of major religious holidays and the dates, and support letter, for which they are requesting an excused absence for participation in any university-sponsored activity. Alternative work must be arranged **PRIOR** to due date.

GRADING

There will be NO extra credit. 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, or participation expectations will result in a '0' for the associated evaluation.

NATURE OF COURSE DELIVERY

Face to face [Monday and Wednesday at 12:00pm in West Building 1008]

REQUIRED TEXT

Seventh Edition: *Contemporary Sport Management*

Paul M. Pedersen and Lucie Thibault (Eds) Human Kinetics (2022)

ISBN paperback 9781718202992

**Also available in eBook and looseleaf formats

COURSE PERFORMANCE EVALUATION

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

Student non-compliance with stated academic and honor expectations will result in a '0' for the associated evaluation.

Assignments must be completed by the assigned date. 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).

This course will be graded on a percentage system, with a total of 100% possible for each assignment, test and the interview project; your grade will be calculated by using the formula explained under requirements. Note that a percentage of the course grade will be calculated based on attendance and class participation for this course.

GRADING SCALE

A+ 98-100	B+ 88-89	C+ 78-79		
A 94-97	B 84-87	C 74-77	D 60-69	F Under 60
A- 90-93	B- 80-83	C- 70-73		

REQUIREMENTS	% of Grade
Assignments and HKPropel Learning Activities: Students will complete assignments and HKPropel Learning Activities. All assignments must be typed and submitted online. HKPropel class token: ihpArpMK	15%
Midterm Examination: 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 (2/28)	20%
Participation and Learning Quizzes Students are expected to attend class regularly and participate, in person and online, in active discussions and lectures. Students are expected to read assigned chapters ahead of class time and will complete quizzes demonstrating comprehension of the materials contained in the textbook.	15%
Final Examination: 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 (5/6).	30%
Interview Project: 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 sport industry . 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 three days of in person class (4/22, 4/24 and 4/29/24).	20%
Total	100%

OTHER REQUIREMENTS

In correspondence/communication students will be expected to:

- Be professional and respectful in correspondence
- Make reasonable requests of the instructor. I will be happy to clarify course material and answer legitimate questions; however, please exhaust other information sources (e.g., syllabus, Blackboard) to answer your question before contacting me and remember, “Poor planning on your part does not constitute an emergency on my part.”

In regard to honesty in work, students will be expected to:

- Review the University integrity and honesty policies in the student handbook for guidelines regarding plagiarism and cheating. <https://oai.gmu.edu/mason-honorcode/>
- Refrain from dishonest work as it will receive a minimum penalty of zero on the assignment and a maximum penalty of a zero for the course with a report to the Honor committee. The GMU Honor Code requires that faculty submit any suspected Honor Code violations to the Office of Academic Integrity. Therefore, any suspected offense will be submitted for adjudication.

PROFESSIONAL DISPOSITIONS

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

Students are expected to behave in a professional manner. Depending upon the setting, professionalism may appear different, but typically consists of similar components. For undergraduate students, professionalism generally comprises the following components:

Attendance – Show up on time to class and pay attention. If you cannot attend a class for a legitimate reason, please notify the instructor ahead of time. If you have to unexpectedly miss a class due to something out of your control, contact the instructor within 24 hours to notify them of what happened and to see if you are able to make up the missed work.

Communication – When communicating with the instructor and classmates, either face-to-face or via the assigned George Mason University email address, students should address the other person appropriately, use appropriate language and maintain a pleasant demeanor. Email is an official means of communication. As such, you are expected to follow simple guidelines of professionalism. You should: (a) use a subject line that is relevant to your message; (b) clearly state your question or concern; (c) use standard English and complete sentences, as opposed to using abbreviations and texting-style communications; (d) include a signature block containing your name, phone number, and email address; and (e) proofread your email prior to sending it. I will try to respond to your email within 24 to 48 hours.

Participation –Participate in class discussions and activities. Demonstrate that you have an interest in the subject matter.

Responsibility/Accountability – Professionals take responsibility for their actions and are accountable. This can occur at multiple levels but generally consists of completing assignments on time, submitting work that is of the appropriate quality, honoring commitments and owning up to mistakes.

Honesty/Integrity – Students are expected to be honest with the instructor, classmates and themselves. Professionals keep their word when committing to something and act in an ethical manner.

Self-Improvement/Self-awareness – One should be aware of their strengths/weaknesses and constantly seek to improve. Professionals regularly seek out opportunities to increase their knowledge and improve their current skill set.

TENTATIVE COURSE SCHEDULE

DATE			TOPIC	READINGS AND ASSIGNMENTS DUE
W	January	17	Introduction to class and the sport industry; expectations for semester, how you are evaluated	Syllabus; Blackboard Buy Textbook
M		22	Managing Sport	Chapter 1
W		24	Developing a Professional Perspective- no class- online assignment	Chapter 2
M		29	Management Concepts and Practice in Sport Organizations	Chapter 3
W		31	Managing and Leading in Sport Organizations	Chapter 4
M	February	5	Sociological Aspects of Sport Management	Chapter 5
W		7	Sport Management Research	Chapter 6
M		12	CATCH UP DAY	Chapter 1-6
W		14	Managing Sport Participation across the Life Span	Chapter 7
M		19	Interscholastic Athletics	Chapter 8
W		21	Intercollegiate Athletics	Chapter 9
M		26	Midterm exam review/Professional Sport	Chapter 10
W		28	MIDTERM EXAM	<i>Bring blue or black ink pen—no pencils</i>
M	March	4	No class – Spring Recess	Read ahead/ NO CLASS

W		6	No class- Spring Recess	Read ahead/ NO CLASS
M		11	Sport Management and Marketing Agencies	Chapter 11
W		13	International Sport Management	Chapter 12
M		18	Emerging Developments in Sport Management	Chapter 13
W		20	Sport Marketing	Chapter 14
M		25	Sport Sales and Consumer Behavior	Chapter 15
W		27	Analytics in the Sport Industry	Chapter 16
M	April	1	Communication in the Sport Industry	Chapter 17
W		3	<i>CATCH UP DAY</i>	Chapters 11-17
M		8	Finance and Economics in the Sport Industry	Chapter 18
W		10	Sport Facility and Event Management	Chapter 19
M		15	Legal Considerations in Sport Management	Chapter 20
W		17	<i>CATCH UP DAY- Interview Project Paper due 11:59pm/Word Doc</i>	Chapters 18-20
M		22	Oral Presentations Day #1 Interview Project	Attendance Mandatory
W		24	Oral Presentations Day #2 Interview Project	Attendance Mandatory
M		29	Oral Presentations Day #3/Review for Final	Attendance Mandatory
M	May	6	FINAL EXAM (10:30pm-1:15pm) Classroom	Selected first half content/ALL second half course content

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

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 <https://catalog.gmu.edu/policies/honor-code-system/>).
- Students must follow the university policy for Responsible Use of Computing (see <https://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 <https://ds.gmu.edu/>).
- Students must silence all sound emitting devices during class unless otherwise authorized by the instructor.

Campus Resources

- Support for submission of assignments to VIA should be directed to viahelp@gmu.edu or <https://cehd.gmu.edu/aero/assessments> . Questions or concerns 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>

Notice of mandatory reporting of sexual assault, sexual harassment, interpersonal violence, and stalking:

As a faculty member, I am designated as a “Non-Confidential Employee,” and must report all disclosures of sexual assault, sexual harassment, 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 or support measures from Mason’s Title IX Coordinator by calling 703-993-8730, or emailing titleix@gmu.edu.

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

For additional information on the School of Sport, Recreation, and Tourism Management, please visit our website [See <http://srtm.gmu.edu>].

