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**SPMT 217: Foundations of Sport Management**  
**Department of Health & Kinesiology**  
**Texas A&M University**  
**MWF: 12:40-1:30 BLOC 302**  
**Spring 2019**

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## **PURPOSE**

The purpose of SPMT 217 is to introduce students to the sport management major and to the foundations of sport management as a field of study. Students will also gain an increased awareness of the far-reaching opportunities in the sport industry.

## **COURSE DESCRIPTION**

Students will be offered the foundations of the following: (a) sport business as an occupation and industry; (b) the sport management function and best practices; (c) sport finance; (d) sport economics; (e) sport sponsorship; (f) sport marketing; (g) sport law; (h) sport governance and policy; (i) sport ethics; (j) sport communications; and (k) social issues in sport.

The course will also provide a detailed discussion of the many segments of the sport industry, including: (a) intercollegiate athletics; (b) professional sports; (c) international sports; and (d) lifestyle sports.

## **LEARNING OBJECTIVES**

Upon completion of this course, you should be able to:

1. Comprehensively understand and discuss the field of sport management
2. Have a fundamental knowledge and understand the various skill sets of a sport manager
3. Be able to identify and utilize helpful resources in the field of sport management

## **LEARNING OUTCOMES**

Appending to the course objectives above, it is my hope that you will acquire or expand the following aptitudes

1. The appreciation and aptitude of sport management as a field
2. The passion and work ethic that it takes to be a successful sport manager
3. Understand the importance of internships and networking in the field of sport management

## COURSE READINGS

Masteralexis A., L.P. Barr, Hums, M.A. (Eds.). (2014). Principal and Practice of Sport Management (5th Edition). Jones & Bartlett Publishers: Sudbury, MA. MSC Bookstore

## ASSIGNMENTS, POINTS, GRADING SCALE

Items	Description	Points
Interview Quizzes (e-campus )	4 X 15 pts each	60
Exam #1	Multiple Choice	100
Exam #2	Multiple Choice	100
Exam #3	Multiple Choice	100
	Total Points	360

## ASSESSMENTS

1. **Interview Quizzes:** Four quizzes will be offered online via e-campus. The quizzes can be taken only once (at the e-campus site). The online quizzes will consist of up to 5 questions and must be completed within 30 minutes. The score will automatically be logged into the grade book on e-campus. The quiz questions will reflect information from the expert interviews. Students may use any and all course materials when taking Quizzes. (See Student Responsibilities #2 for technical difficulties information.) All Quizzes should be completed before the last day of SPMT 217. Keep in mind that it's the student's responsibility to take the quizzes throughout the semester. A grade of zero will be issued for all quizzes not taken by the last day of class.

**\*All quizzes will be available by the third week of class, and should be completed before the last day of class for Spmt 217. Content will be available on ecampus. This class typically concludes the week before finals.**

2. **Exams:** Three examinations will be given during the semester. The examinations will consist of multiple choice questions and will come from readings in the text, lectures, and material presented by invited speakers. Specific format will be discussed prior to each exam.

## GRADING SCALE

A	324-360
B	288-323
C	252-287
D	216-251
F	≤ 215

On e-campus you will be able to see your total points for the course and will be able to estimate your overall grade. For grading purposes total points will round up to the nearest whole number. For example, if your points add up to 310 then you will receive a B in the class. Moreover, if you have 323.8 points you will receive and A.

## **COURSE OUTLINE (Tentative)**

### **UNIT 1: Foundations of Sport Management**

### **UNIT 2: Amateur Sport Industry**

### **UNIT 3: Professional Sport Industry**

### **UNIT 4: Sport Industry Support Segments**

### **UNIT 5: Life Style Sports**

### **UNIT 6: Career Preparation**

- Instructor reserves the right to change or modify dates and topics

## **STUDENT RESPONSIBILITIES**

1. **Read the student rules (<http://student-rules.tamu.edu/>) relative to excused absences and make-up exams. No exam or quiz make-up will be given without a university-excused absence. An unexcused absence will result in a grade of ZERO for that exam. Make-up exams will be similar in format but not necessarily identical to those given in class.**
2. **Be aware that students may experience technical difficulties when working in e-campus. Should difficulties arise, it is the student's responsibility to email the instructor or course TA immediately. Appropriate, timely notification of technical difficulties will allow for alternative arrangements to be made. Failure to notify the instructor or course TA of technical difficulties within the appropriate timeframe will result in a grade of ZERO for that assessment.**

## **Americans with Disabilities Act (ADA)**

The ADA is a federal anti-discrimination statute that provides comprehensive civil rights for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of his/her disabilities. If you believe you have a disability requiring an accommodation, please contact the Department of Student Life Services for Students with Disabilities in Room 126 of the Koldus Building. The phone number is 845-1637.

## **Copyright Statement**

The handouts used in this course are copyrighted. By "handouts," I mean all materials generated for this class, which include, but are not limited to, syllabi, quizzes, exams, in-class materials, computer resources, review sheets, and additional problem sets. Because these materials are copyrighted, you do not have the right to copy the handouts, unless I expressly grant permission.

## **Plagiarism**

As commonly defined, “plagiarism” consists of passing off as one’s own, the ideas, words, writings, etc., which belong to another. In accordance with the definition, you are committing plagiarism if you copy the work of another person and turn it in as your own, even if you have the permission of that person. Plagiarism is one of the worst academic sins, for the plagiarist destroys the trust among colleagues without which research cannot be safely communicated. If you have any questions regarding plagiarism, please consult the latest issue of the Texas A&M University Student Rules, under the section “Scholastic Dishonesty.”

**Academic Integrity** “Aggies do not lie, cheat or steal, nor do they tolerate those who do.”

“The Aggie Code of Honor is an effort to unify the aims of all Texas A&M men and women toward a high code of ethics and personal dignity. For most, living under this code will be no problem, as it asks nothing of a person that is beyond reason. It only calls for honesty, integrity, characteristics that Aggies have always exemplified. The Aggie Code of Honor functions as a symbol to all Aggies, promoting the understanding and loyalty to truth and confidence in each other.”

It is critical for students to be aware of the current academic integrity policies. Information can be accessed at the following websites:

A&M Honor Code – has the entire document regarding the proposed honor system

[www.tamu.edu/aggiehonor](http://www.tamu.edu/aggiehonor)

A&M Library – contains resources for faculty and students regarding plagiarism [library.tamu.edu](http://library.tamu.edu)

## **Academic Support Services**

[TAMU Writing Center](#)

[Student Counseling Service](#)

[Student Success Center](#)

[Student Assistance Services](#)