

**GEORGE MASON UNIVERSITY**  
**School of Recreation, Health, and Tourism**

**SPMT 551 —Sport in the Global Marketplace (03)**  
**Spring 2012**

DAY/TIME:	TH 4:30 – 7:10 p.m.	LOCATION:	Innovation Hall 338
PROFESSOR:	Professor John Nauright	EMAIL ADDRESS:	jnaurigh@gmu.edu
OFFICE LOCATION:	PW BRH 221	PHONE NUMBER:	703-993-2061
OFFICE HOURS:	TH 10am–1:45 pm	FAX NUMBER:	703-993-2025

**PREREQUISITES**

Graduate status or permission of instructor.

**COURSE DESCRIPTION**

Explores sport business internationally including the production and consumption of professional and Olympic-linked sports and the impact of globalization on sport. Themes explored include imperialism, globalization, commercialization, the Cold War, marketing, comparative sport models of participation and spectating.

**COURSE OBJECTIVES**

1. Demonstrate an understanding of sport in the global marketplace.
2. Demonstrate an understanding of the roles of imperialism and globalization on sport.
3. Conduct and present research on an aspect of sport in international context.
4. Present a critical analysis of an assigned international event or organization.
5. Demonstrate an understanding of the major players in the global sports marketplace.

**COURSE OVERVIEW**

This course examines the history of modern sport from its Anglo-American roots to its place as a global cultural, economic and political phenomenon. In the process we examine themes of colonialism and imperialism; globalization; diplomatic relations; political economy; sponsorship; and event and organizational operations.

**NATURE OF COURSE DELIVERY**

Face to face weekly seminars.

**REQUIRED READINGS**

Chadwick, S. & D. Arthur, eds. (2007). *International Cases in the Business of Sport*. London: Butterworth-Heinemann.  
Nauright, J. & S.W. Pope, eds. (2009). *The New Sport Management Reader*. Morgantown: Fitness Information Technology.  
Whitson, D. & R. Gruneau, eds. (2006). *Artificial Ice: Hockey, Culture, and Commerce*. Toronto: Garamond.  
*Journal articles from E-journal collection at Mason or to be supplied by instructor.*

**EVALUATION**

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

	<b>Points</b>
Requirements	
Exam	40
<i>Case Study Papers</i>	40
<i>Participation</i>	<u>20</u>
<b>TOTAL</b>	<b>100</b>

**Grading Scale**

A+ = 97 – 100	A- = 90 – 92	B- = 80– 82	F = 0 – 59
A = 93 – 96	B+ = 87 – 89	C = 70 – 79	
	B = 83 – 86		

## TENTATIVE COURSE SCHEDULE

DATE			TOPIC	READINGS/ASSIGNMENT DUE
TH	January	26	Introduction	
	February	2	Understanding Wider Societies and Economies	<i>Failure of Global Capitalism</i>
	February	9	Legacies of Imperialism and Colonialism	Nauright & Magdalinski, 'A Hapless Attempt at Swimming' (to be supplied); Booth & Nauright (to be supplied); Stoddart, B. (1988). Sport, Cultural Imperialism and Colonial Response in the British Empire. <i>Comparative Studies in Society and History</i> 30(4), 649-673.
	February	16	Case Study #1: <i>Trobriand Island Cricket</i>	Geertz, 'Notes on the Balinese Cockfight'
	February	23	Migrations/Crossing Borders/Diffusion	Gems 'Italian-Americans', to be supplied; Fletcher, 'Who do they cheer for', to be supplied; Walle, 'Masculinities Beyond Otherness', to be supplied.
	March	1	International Competition, Federations, and The Cold War Case Study #2 <i>Doping for Gold</i>	Reading to be supplied.
	March	8	International Sports Marketplace	Nauright & Pope, Chap. 7-10; Chadwick & Arthur, Chap. 1, 9, 10, 11, 15 Case Study #2 due
	March	22	Understanding identities, loyalties and consumption of sport internationally	Nauright & Pope, Chapters 12-15; Chadwick & Arthur, Chapters 1-2
	March	29	International Sports Organization	Nauright & Pope, Chapters 16-19; Chadwick & Arthur, Chapters 25, 26, 28-30
	April	5	Case Study #3 Out of class assignment: <i>Fire in Babylon; Invictus</i>	Case Study #2 due April 12
	April	12	Sport and the emergence of events driven economies	Nauright (2004), 'Global Games,' <i>Third World Quarterly</i> ; Chadwick & Arthur, Chap.4, 16; Nauright & Pope, Chap. 24-27.
	April	19	Case Study #4: Ice Hockey	<i>Artificial Ice</i> , Chap. 1-6
	April	26	Case Study #4: Ice Hockey	<i>Artificial Ice</i> , Chap. 7-12; Chadwick & Arthur, Chap. 18. Case Study #4 due.
	May	3	South of the Border: Understanding Sport in the Americas	Springwood (to be supplied); Parrish & Nauright (to be supplied); Schultz, 'El Rey de Los Deportes' in Nauright & Pope; Chap. 29 in Chadwick & Art

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://academicintegrity.gmu.edu/honorcode/>].
- 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://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>].

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.

