

George Mason University
College of Education and Human Development
School of Sport, Recreation, and Tourism Management

SPMT 201 – DL1 – Introduction to Sport Management (*Online*)
Spring 2023 – online asynchronous

Faculty

Name: Ms. Lindsey Campbell
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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. Notes: Open to non majors.

Course Delivery Method

This course will be delivered online (76% or more) using an asynchronous format via Blackboard Learning Management system (LMS) housed in the MyMason portal. **You will log in to the Blackboard (Bb) course site using your Mason email name (everything before masonlive.gmu.edu) and email password.** Under no circumstances, may candidates/students participate in online class sessions (either by phone or Internet) while operating motor vehicles.

Further, as expected in a face-to-face class meeting, such online participation requires undivided attention to course content and communication. **A standard week in my course runs from 12:01 am Monday and ends 11:59 pm Friday.**

Learner Outcomes or Objectives

This course is designed to enable students to do the following:

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.

Required Texts

Principles and Practice of Sport Management 6th Edition
by Lisa P. Masteralexis (Author), Carol A. Barr (Author), Mary Hums (Author)

ISBN-13: 978-1284034172

ISBN-10: 1284034178

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.

Seven Module Online Quizzes <i>multiple choice, T/F, via Blackboard</i>	70 possible points
Seven Module Online Discussion Boards	70 possible points
Sportography Paper	20 possible points
Total	160 possible points

Instructor Expectations:

1. Participation: Students are expected to actively engage in all course activities throughout the semester, which includes viewing all course materials, completing course activities and assignments, and participating in course discussions and group interactions. Your contributions are not only welcomed, they are essential.
2. Log-in Frequency: Students must actively check the course Blackboard site and their GMU email for communications from the instructor, class discussions, and/or access to course materials frequently throughout the week. **Highly recommended to login at least twice a week.**
3. Technical Issues: Students should anticipate some technical difficulties during the semester and should, therefore, budget their time accordingly. **Late work will not be accepted based on individual technical issues.**
4. Workload: Please be aware that this course is not self-paced. Students are expected to meet specific deadlines and due dates listed in the Class Schedule section of this syllabus. It is the student's responsibility to keep track of the weekly course schedule of topics, readings, activities and assignments due.
5. Online learners who require effective accommodations to insure accessibility must be registered with George Mason University Disability Services.
6. Students must abide by the Honor Code, guided by the spirit of academic integrity.

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

COURSE OUTLINE

This outline indicates which chapters will be covered and when exams will be administered. The ordering of the chapters may be changed as current events dictate.

Module	Week	Topic, Readings, Assignments Due (assignments due are in BOLD)
	1 1/23-1/27	READ AND APPLY Watch all introductory videos. Acquire the textbook. Discussion Board #1
ONE	2 1/30-2/3	READ Chapter 1: History of Sport Management Chapter 2: Management Principles
	3 2/6-2/10	APPLY Discussion Board #2 Online Quiz on Chapter 1 and Chapter 2
TWO	4 2/13-2/17	READ Chapter 3: Marketing Principles Chapter 4: Finance Principles
	5 2/20-2/24	APPLY Discussion Board #3 Online Quiz on Chapter 3 and Chapter 4
THREE	6 2/27-3/3	READ Chapter 5: Legal Principles Chapter 6: Ethical Principles

	7 3/6-3/10	APPLY Discussion Board #4 Online Quiz on Chapter 5 and Chapter 6
3/13-3/17 SPRING BREAK, NOTHING DUE		
FOUR	9 3/20-3/24	READ Chapter 8: Collegiate Sport Chapter 10: Professional Sport
	10 3/27-3/31	APPLY Discussion Board #5 Online Quiz on Chapter 8 and Chapter 10
FIVE	11 4/3-4/7	READ Chapter 7: Youth Sport Chapter 9: International Sport
	12 4/10-4/14	APPLY Discussion Board #6 Online Quiz on Chapter 7 and Chapter 9
SIX	13 4/17-4/21	READ Chapter 12: Facility Management Chapter 13: Event Management
	14 4/24-4/28	APPLY Discussion Board #7 Online Quiz on Chapter 12 and Chapter 13
SEVEN	15 5/1-5/5	READ Chapter 14: Sport Sales Chapter 15: Sport Sponsorships
	16 5/8-5/12	APPLY Sportography Assignment Due Online Quiz on Chapter 14 and Chapter 15

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

COURSE ASSIGNMENT EXPECTATIONS

Discussions Boards

Discussions are collaborative learning experiences. Therefore, the student is required to provide a thread in response to the provided prompt for each discussion. **Full points will be awarded only when the following criteria are met:**

Each starting thread must be at least 500 words, include at least 1 outside resource other than the textbook, and demonstrate course-related knowledge. In addition to the thread, the student is required to reply to two (2) other classmate's threads. The replies must be at least 250 words.

Quizzes

Each quiz will cover the Reading & Study material for the assigned module: week. Each quiz will be open-book/open-notes, contain multiple-choice and true/false questions, and have a 2 hour time limit.

Sportography Paper

Submit a three to four-page paper via Blackboard describing your involvement (or noninvolvement) in physical play, informal games, and organized sports. The paper should identify who was involved; your personal experiences related to family relationships/dynamics, friends, school, teachers, and coaches; key moments (at least one negative and one positive moment); intense memories; your current situation; and your anticipated future.

The goal of this assignment is to be critically self-reflective as you remember, describe, and analyze your sport experiences, the contexts in which they occurred, and the impact they had on you and others who were involved.

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.
- Religious Holidays - A list of religious holidays is available on the University Life Calendar page (<http://ulife.gmu.edu/calendar/religious-holiday-calendar/>). Any student whose religious observance conflicts with a scheduled course activity must contact the Instructor at least 2 weeks in advance of the conflict date in order to make alternative arrangements.

Campus Resources

- Support for submission of assignments to Tk20 should be directed to tk20help@gmu.edu or <https://cehd.gmu.edu/aero/tk20>. Questions or concerns regarding use of Blackboard should be directed to <http://coursesupport.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/>.