

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

SPMT 201 – DL1 – Introduction to Sport Management  
FALL 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 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

Contemporary Sport Management, 7th Edition  
by Paul M. Pedersen and Lucie Thibault  
ISBN: 9781718202993

## 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.

## Course Grading

Course Introduction Post and Syllabus Read Confirmation = 10 points  
Quizzes (7 at 10 points each) = 70 points  
Discussion Threads and Replies (6 at 10 points each) = 60 points  
Sportography Assignment = 10 points

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TOTAL POSSIBLE = 150 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 welcome, but they are also 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.
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 ensure 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.

**Honor Code:** Mason is an Honor Code university; please see the Office for Academic Integrity for a full description of the code and the honor committee process. Three fundamental principles to follow at all times are that: (1) all work submitted be your own, as defined by the assignment; (2) when you use the work, the words, or the ideas of others, including fellow students or online sites, you give full credit through accurate citations; and (3) if you are uncertain about the ground rules on a particular assignment or exam, ask for clarification. No grade is important enough to justify academic misconduct.

**Generative-AI addendum:** Use of Generative-AI tools should be used following the fundamental principles of the Honor Code. This includes being honest about the use of these tools for submitted work and including citations when using the work of others, whether individual people or Generative-AI tools. **NOTE: I use AI as a tool in my work to help me further my ideas and better my writing. You can use AI to do the same, but you must disclose how you used it, and you CAN NOT use it to generate ideas or answers that are not your own.**

## COURSE OUTLINE

Module	Week	Topic, Readings, and Assignments Due (assignments due are in BOLD)
	1 8/21-8/25	<ul style="list-style-type: none"> <li>✓ Watch all introductory videos</li> <li>✓ Acquire the textbook</li> <li>✓ Post your Introduction, Confirm you Read the Syllabus</li> </ul>
ONE	2 8/26-9/1	READ ☞ Chapter 1: Managing Sport ☞ Chapter 2: Developing a Professional Perspective
	3 9/4-9/8	APPLY <ul style="list-style-type: none"> <li>✓ Discussion Board #1</li> <li>✓ Online Quiz on Chapter 1 and Chapter 2</li> </ul>
TWO	4 9/11-9/15	READ ☞ Chapter 3: Management Concepts ☞ Chapter 4: Managing and Leading

	5 <i>9/18-9/22</i>	APPLY <b>✓ Discussion Board #2</b> <b>✓ Online Quiz on Chapter 3 and Chapter 4</b>
THREE	6 <i>9/25-9/29</i>	READ <input type="checkbox"/> Chapter 5: Sociological Aspects <input type="checkbox"/> Chapter 6: Sport Management Research
	7 <i>10/2-10/6</i>	APPLY <b>✓ Discussion Board #3</b> <b>✓ Online Quiz on Chapter 5 and Chapter 6</b>
FOUR	9 <i>10/9-10/13</i>	READ <input type="checkbox"/> Chapter 9: Collegiate Sport <input type="checkbox"/> Chapter 10: Professional Sport
	10 <i>10/16-10/20</i>	APPLY <b>✓ Discussion Board #4</b> <b>✓ Online Quiz on Chapter 9 and Chapter 10</b>
FIVE	11 <i>10/23-10/27</i>	READ <input type="checkbox"/> Chapter 14: Sport Marketing <input type="checkbox"/> Chapter 15: Sport Sales and Consumer
	12 <i>10/30-11/3</i>	APPLY <b>✓ Discussion Board #5</b> <b>✓ Online Quiz on Chapter 14 and Chapter 15</b>
SIX	13 <i>11/6-11/10</i>	READ <input type="checkbox"/> Chapter 17: Communication in Sport <input type="checkbox"/> Chapter 18: Finance and Economics
	14 <i>11/13-11/17</i>	APPLY <b>✓ Discussion Board #6</b> <b>✓ Online Quiz on Chapter 17 and Chapter 18</b>
SEVEN	15 <i>11/27-12/1</i>	READ <input type="checkbox"/> Chapter 19: Sport Facility and Events <input type="checkbox"/> Chapter 20: Legal Considerations
	16 <i>12/4-12/8</i>	APPLY <b>✓ Sportography Assignment Due</b> <b>✓ Online Quiz on Chapter 19 and Chapter 20</b>

## 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 one (cited) 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.

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### **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/>).
- 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*

- Questions or concerns regarding use of Blackboard should be directed to <http://coursessupport.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/>.