



**COURSE NUMBER AND TITLE: SPO 300 - Introduction to the Business of Sport.
(45 contact hours, 3 credits)**

Note: The course is recommended for students who have already taken a marketing course at their home university.

This syllabus is informational in nature and is not an express or implied contract. It is subject to change due to unforeseen circumstances, because of any circumstance outside the University's control, or as other needs arise. If, in the University's sole discretion, public health conditions or any other matter affecting the health, safety, upkeep, or well-being of our campus community or operations requires the University to move to remote teaching, alternative assignments may be provided so that the learning objectives for the course, as determined by the faculty and the University, can still be met. The University does not guarantee specific in-person, on-campus classes, activities, opportunities, services or any other format, timing, or location of education, classes, activities, or services.

Mask Policy

Please be advised that the mask policy in this class will follow Sant'Anna Institute requirements. When/if the University enacts a mask policy, all students are expected to adhere to the policy.

COURSE DESCRIPTION

Covering all the key topics in the sports marketing curriculum, including consumer behavior, market research, promotions, products, pricing, sponsorship, business ethics, technology, and e-marketing, the course introduces core theory and concepts, explains best practice, and surveys the rapidly changing international sports business environment.

As a result, part of the course will be dedicated to the social significance and commercialization of sport; the use of new technologies and organizational structures; and the involvement of various stakeholders matter more today than ever before. This course addresses the key influence of stakeholders on the activities of sports organizations, considering certain territorial differences around the world. This course also highlights the key characteristics of the management of sports organizations as opposed to other organizations. These include the strategic management and setting of long-term goals such as sporting success, sustainable funding, youth training, and community building. A strategic model will be presented for these goals and stakeholders in the context of sport, together with research-based case studies in which the critical factors in the strategic management of successful and unsuccessful sports organizations are identified. The delivery of this course includes live lectures, class discussions, case studies, field trips and the application of the marketing models studied to some real case studies.

COURSE OBJECTIVES / LEARNING OUTCOMES

By the end of the course, successful students will be able to:

- Analyze the uniqueness of managing sports organizations. Identify stakeholder influence on sports management in different countries. Study the case studies on successful and unsuccessful sports management strategies.
- Improve critical thinking skills, particularly since learning how to identify and analyze useful information has become even more important in an era characterized by an abundance of information.
- Foster self-motivation, creativity and teamwork through project work. In a nutshell, class participation, keeping up with the materials covered, critical thinking, and good teamwork will all be keys to success in this course.

REFERENCE TEXTS

To be fully capable of keeping up with the material covered in class and with the assignments, you will need to have access to the internet and to use some standard Microsoft Office applications (word, power point, and excel). The material covered during class will be provided in class. The material posted online will include the power point presentations, and handouts. There is no textbook required for this class.

However, most of the content used for readings and lectures will come from the following resources:

- *Strategic Sport Management*; Michal Varmus, Milan Kubina , Roman Adámik, 2021
- *Sports Marketing: A Strategic Perspective*; Matthew D. Shank , Mark R. Lyberger Taylor & Francis Ltd, 2021

UNITS/TOPICS

- Syllabus explained
- Course overview

From Management to Sport Management:

- Management Development and Interpretation
- Sports Management and Specifics
- Manager as a key person in a Sports Club
- Strategic Management Process and application to Sports Environment

Sport and Sport Environment:

- Definition of Sport and Sports Industry.
- Individual and team sport;
- Sports Sectors: Public,
- No profit, Professional;
- Case Studies: Public sector, No profit sector, Commercial Sector

Visiting a local sport business

Mid-term exam

Sports Funding and communication:

- Organizations Funding;
- Sports Sponsorship and his evolution;
- Broadcasting Rights and TV Contracts.
- Case Studies:sports sponsorship examples

Key Stakeholders:

- Sport Cooperation and Management;
- Sport Culture Role and development.
- Case Studies: Italian popular sports clubs

- Visiting a local sport business
- Final Presentation

EXAMS and ASSIGNMENTS

Your numerical grade will be based on the following categories and weights:

- Assignments: 30%
- Mid-term test : 20%
- Final project : 25%
- Presentation/s: 15%
- Class Participation and Attendance: 10%

GRADING SCALE

A 95%-100%

A- 90%-94%

B+ 87%-89%

B 83%-86%

B- 80%-82%

C+ 77%-79%

C 73%-76%

C- 70%-72%

D+ 67%-69%

D 63%-66%

D- 60%-62%

F <60

CLASS POLICY

Attendance

You are allowed **ONE** unexcused absence. Documentation for any other absence **MUST** be produced and **APPROVED** by your faculty. For absences due to illness, please provide the faculty with a doctor's note upon returning to class as well as inform them and/or the Office the first day of illness.

Participation grants the student one point for each lesson they attend. Unjustified absences result in 0 points. Participation in **fieldtrips**, if any, awards 2 points, while non-participation results in a loss of 2 points.

Late submissions:

Assignments not submitted by the due date will receive a penalty of 10% for the first 24 hours, 20% for a 48-hour delay. No submissions will be accepted more than 3 days after the deadline, unless arrangements have been made with the instructor (for extensions under exceptional circumstances, apply to the course instructor).

Personal Technology:

Please turn cell phones off during class. You can use laptops to take notes, however social networking, e-mailing, surfing the Internet, playing games, etc. are forbidden during class. Any student caught using their laptop/cell phones inappropriately during class will be asked to turn them off. Repeated violations of this rule after the first warning will result in the student being marked absent for the day and permanently losing their laptop privileges. Please be respectful and limit your use of personal electronic devices during class to academic purposes.

Contesting a grade:

If students wish to contest a grade, they must make an appointment to do so in person. The student should contact the instructor with any concerns within **ONE** week of receiving the grade. The students must also demonstrate that they have read the comments accompanying the grade by presenting a brief written statement specifying why the grade does not reflect the quality of the work. It is at the discretion of the instructor to decide whether the work and the

Student's request warrant any increase or decrease in the grade. Students should retain a copy of all submitted assignments and feedback (in case of loss) and should also retain all their marked assignments.

Recommended behavior:

- Class begins promptly at the beginning of the class period. It is advisable that you be in your seat and ready to start participating in class at that time.

- Always bring the required supplies and be ready to be actively engaged in the learning process. This communicates preparedness and interest.
- Turn your cell phone off or to vibrate mode before the start of class;
- It is fine to bring a drink or a snack to class, if it is not distracting. In conjunction with this, please pick up your trash when you leave the room.
- Your professor expects your full attention for the entire class period. If you know that you'll need to leave before the class is over, try to sit as close to the door as possible so as not to disrupt others. Similarly, if you arrive in class late, just slip in as quietly as possible and take the first available seat you come to.
- Do not sleep in class! Laying your head on the desk or sleeping in class is rude, and it is distracting to others. Turn in assignments on time.
- When you have a question or comment, please raise your hand first as a courtesy to your classmates and the professor. Remember, your questions are NOT an imposition – they are welcome. So, ask questions! You'll learn more, it makes the class more interesting, and you are helping others learn as well.
- If an emergency arises that requires an absence from a session, it is your responsibility to get the notes and all other information that was covered in class from a colleague you trust.

Secular and religious holidays:

Sant'Anna Institute recognizes that there are several secular and religious holidays - not included in the Italian calendar - that affect large numbers of its community members. In consideration of their significance for many students, no examinations may be given, and no assigned work may be required on these days. Students who observe these holidays will be given an opportunity to make up the missed work in both laboratories and lecture courses. If an examination is given on the first-class day after one of these holidays, it must not cover the material introduced in class on that holiday. Students who wish to observe such holidays must inform their instructors within the first two weeks of each semester of their intent to observe the holiday even when the exact date of the holiday will not be known until later so that alternative arrangements convenient for both students and faculty can be made at the earliest opportunity.

Students who make such arrangements will not be required to attend classes or take examinations on the designated days, and faculty must provide reasonable opportunities for such students to make up missed work and examinations. For this reason, it is desirable that faculty inform students of all examination dates at the start of each semester.

ACADEMIC HONESTY

“Members of the Jacksonville University community are expected to foster and uphold the highest standards of honesty and integrity, which are foundations for the intellectual endeavors we engage in.

To underscore the importance of truth, honesty, and accountability, students and instructors should adhere to the following standards:

“On my honor as a student of Jacksonville University, I promise to uphold the values of honesty, trust, fairness, respect, and responsibility in all my dealings with faculty, staff, and students.”

Academic misconduct occurs when a student engages in an action that is deceitful, fraudulent, or dishonest regarding any type of academic assignment that is intended to or results in an unfair academic advantage. In this context, the term “assignment” refers to any type of graded or ungraded work that is submitted for evaluation for any course. Academic misconduct includes but is not limited to cheating, collusion, falsification, misrepresentation, unauthorized collaboration on assignments, copying another student’s work, using or providing unauthorized notes or materials, turning in work not produced by the individual, attempting to get credit for a single instance of work submitted for more than one course, and plagiarism. Furthermore, providing deceitful, fraudulent, or dishonest information during discussions of an academic matter with faculty are also examples of academic misconduct.” (Jacksonville University Academic Integrity Policy).

Throughout this course we will be reading and reporting about the work of others. All information that is not original to the student must be appropriately attributed in both presentations and written work. All students are expected to do their own work and give appropriate credit for all sources used in the process of preparing papers, presentations, and homework assignments. Group assignments will be graded based on the product of the work, although some adjustment may be made for participation. [If you have a question about whether collaboration is allowed, or how to cite a reference, please ask. It is always better to check than to be accused of an unintended violation of the academic honesty policy]. Violations of the academic honesty policy will be dealt with in accordance with university policies [Refer to current Academic Catalog “Academic Integrity and Misconduct”].

Course Level Penalties: A first offense may result in a failing grade for the assignment. Second offenses may result in failure in the course. Significantly egregious violations may result in expulsion from the university. When in doubt give credit for all information that did not come directly out of your head!

DISABILITY STATEMENT

Students with a documented disability requesting classroom accommodation or modifications, either permanent or temporary, resulting from the disability are encouraged to inform the faculty in the first week of the program.