

**STATE UNIVERSITY OF NEW YORK  
COLLEGE OF TECHNOLOGY  
CANTON, NEW YORK**



**COURSE OUTLINE**

**SPMT 101 – FOUNDATIONS OF SPORTS MANAGEMENT**

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**SCHOOL OF SCIENCE, HEALTH, AND CRIMINAL JUSTICE  
Sports Management  
Revised – May, 2015**

## SPMT 101 Foundations of Sports Management

- A. **TITLE:** Foundations of Sports Management
- B. **COURSE NUMBER:** SPMT 101
- C. **CREDIT HOURS:** 3
- D. **WRITING INTENSIVE COURSE:** No
- E. **COURSE LENGTH:** 15 weeks
- F. **SEMESTER(S) OFFERED:** Fall/Spring
- G. **HOURS OF LECTURE, LABORATORY, RECITATION, TUTORIAL, ACTIVITY:**  
3 lecture hours per week
- H. **CATALOG DESCRIPTION:**  
This course is designed to provide students with an overview of sports management issues, trends, and career opportunities. The course will examine marketing, financial, ethical, and legal management principles and apply those principles to amateur, professional and lifestyle sport settings.
- I. **PRE-REQUISITES/CO-COURSES: (List courses or indicate “none”)**  
 a. Pre-requisite(s): None  
 b. Co-requisite(s): None
- J. **GOALS (STUDENT LEARNING OUTCOMES):**  
**By the end of this course, the student will be able to:**

<i>Course Objective</i>	<i>Institutional SLO</i>
a. Recognize and discuss the wide range of career opportunities that exist within the field of sport management.	3. Prof. Competence 4. Inter-intrapersonal
b. Describe the functions of management and be able to identify and explain the roles, skills and attributes required of sport managers	2. Crit. Thinking 3. Prof. Competence
c. Describe the area of sports marketing and other financial aspects of sports	2. Crit. Thinking 3. Prof. Competence
d. Examine the different components of amateur sports	2. Crit Thinking 3. Prof Competence
e. Examine the various aspects of the professional sports industry	2. Crit Thinking 3. Prof. Competence
f. Examine the various sport industry support segments such as event management and facility management	2. Crit Thinking 3. Prof. Competence

**K. TEXTS:**  
Masteralexis, L.P., Barr, C.A., & Hums, M.A. (Eds.), *Principles and Practice of Sport Management*, Jones and Bartlett Publishers, 5th Edition

**L. GRADING METHOD: A – F**

**M. MEASUREMENT CRITERIA/METHODS:**

- Tests
- Assignments
- Discussion

**N. DETAILED COURSE OUTLINE:**

#### Part I – FOUNDATIONS OF SPORTS MANAGEMENT

1. History of Sports Management
  - A. Breadth of the sport management industry
  - B. Sport management models (defining the industry)
  - C. Key skill identification and development
  - D. Emergence of Sport Management as an academic field
2. Organization and Managerial Foundations of Sport Management
  - A. Sport organization managers and organizational behavior
  - B. Managing and leading sport organizations
3. Marketing Principles Applied to Sport Management
  - A. Historical developments of Sport Marketing
  - B. Sport broadcasting, sport sponsorship, promotional strategies
  - C. Differences between sport marketing and traditional marketing
  - D. Sport marketing mix
  - E. Key skills and current issues in sport marketing
4. Financial Principles Applied to Sport Management
  - A. Sport franchise economic valuation and sport spending
  - B. Financial challenges facing sport managers
  - C. New and traditional sources of revenue
  - D. Licensed merchandise, stadium naming rights, corporate sponsorships
  - E. Key skills and current financial issues in sport
5. Legal Principles Applied to Sport Management
  - A. Application of law in the sports industry, common cases
  - B. Risk management awareness, planning and intervention
  - C. Tort liability, vicarious liability, contract law and constitutional law
  - D. Title IX as it relates to gender equity and discrimination
  - E. Antitrust laws and the impact of players unions
6. Ethical Principles Applied to Sport Management
  - A. Ethical dilemmas and ethical decision making
  - B. Ensuring morality in the workplace
  - C. Financial impact of corrupt business' on the sport industry (example Enron)

## Part II – AMATEUR SPORT INDUSTRY

1. High School and Youth Sports
  - A. Participation, development and governance of youth sports
  - B. Career opportunities in school and youth sports
  - C. Application of human resource, marketing, finance, ethic and legal principles
2. Collegiate Sports
  - A. Organization and governance of the NCAA, NJCAA, NAIA
  - B. Career opportunities in collegiate athletics
  - C. Key issues in college athletics (amateurism, gambling, academic reform)
3. International Sports
  - A. Global distribution of consumer and entertainment products (the globalization of sport)
  - B. Effects of technology on international distribution
  - C. The Olympic movement
  - D. Career opportunities and competencies required for international sport managers

## Part III – PROFESSIONAL SPORTS INDUSTRY

1. Professional Sport
  - A. Franchise ownership and ownership rules
  - B. The role of the commissioner in labor relations and collective bargaining
  - C. Franchise values and revenue generation
  - D. Career opportunities in professional sports
2. Sports Agency
  - A. Definition and the role of a sports agent
  - B. Growth of the sports agency business
  - C. Representing athletes, coaches and management professionals
  - D. Sport agency firms structure and fee structure
  - E. Career opportunities and key skills
  - F. Legal and ethical issues relating to sport agents

## Part IV – SPORT INDUSTRY SUPPORT SEGMENT

1. Facility Management
  - A. Types of public assembly facilities
  - B. Facility financing mechanisms such as bonds, taxes, corporate investment
  - C. Career opportunities in the facility management industry
2. Event Management
  - A. Full service, specialized and in-house marketing agencies
  - B. Budget, tournament, volunteer and event management tasks
  - C. Event marketing and the use of hospitality, advertising and public relations
  - D. Career opportunities and current issues in event management
3. Sport Sales
  - A. Sales strategies and methods
  - B. Sales in the sport setting
  - C. Skills to work in sport sales

4. Sports Sponsorship
  - A. Sponsorship packages
  - B. Sales promotion in sports sponsorship
  - C. Sponsorship agencies.
5. Sport Communications
  - A. Career opportunities in sports communications
  - B. The business and nature of sport broadcasting
6. Sporting Goods and Licensed Products Industries
  - A. Industry structure and licensing and trademark process

Part V – Lifestyle Sports

1. Golf and club management
  - A. The golf and country club industry
  - B. Strategies for entering the golf industry
  - C. Current and future issues in the golf industry
2. Recreational Sports
  - A. Segments of the recreation industry
  - B. Discussion on trends and issues in recreational sports

**O. LABORATORY OUTLINE: N/A**