WKU
School of Kinesiology
Recreation & Sport

SPM 200: INTRO TO SPORT MANAGEMENT | Colonnade E-SB

Instructor:
Office:
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COURSE DESCRIPTION

Introduces students to the field of sport management, offering diverse information pertaining to the history and foundations of sport management, the differing levels of sport, the various sport industry segments, international sport, and current ethical and social issues in sport. This course will also cover principles and objectives within the sport management profession, sport delivery systems, the study of sport as a microcosm of society, and career options within sport organizations.

SOCIAL AND BEHAVIORAL SCIENCES COLONNADE LEARNING OUTCOMES (E-SB CLOs)

1. Demonstrate knowledge of at least one area of the social and behavioral sciences.
2. Apply knowledge, theories, and research methods, including ethical conduct, to analyze problems pertinent to at least one area of the social and behavioral sciences.
3. Understand and demonstrate how at least one area of the social and behavioral sciences conceptualizes diversity and the ways it shapes human experience.
4. Integrate knowledge of at least one area of the social and behavioral sciences into issues of personal or public importance.
5. Communicate effectively using the language and terminology germane to at least one area of the social and behavioral sciences.

ADDITIONAL LEARNING OUTCOMES

1. Define sport management and industry segments, as well as discuss the nature and scope of opportunities within and across these segments throughout the sport industry.
2. Critically evaluate major challenges in various segments of the industry and explain the relevance of ethical, legal, and sociological concepts to the management of sport.
3. Understand and demonstrate an appreciation of diversity using unbiased language and an inclusive approach to sport communication.
4. Examine various controversial aspects of the sport management field and explain the importance of a professional perspective.
5. Develop critical thinking skills and effectively communicate as a sport management professional within various sport sectors.

This course is designed to allow students to explore the human experience using theories and tools of the social and behavioral sciences. Students will analyze problems and conceptualize the ways in which these theories and tools inform our understanding of the individual and society within the context of sport. The table below demonstrates how the additional learning outcomes directly align with the Social and Behavioral Sciences

Colonnade Learning Outcomes:

Social and Behavioral Sciences Colonnade Learning Outcomes (E-SB CLOs)	Additional Learning Outcomes
Demonstrate knowledge of at least one area of the social and behavioral sciences.	Define sport management and industry segments, as well as discuss the nature and scope of opportunities within and across these segments throughout the sport industry.
Apply knowledge, theories, and research methods, including ethical conduct, to analyze problems pertinent to at least one area of the social and behavioral sciences.	Evaluate major challenges in various segments of the industry and explain the relevance of ethical, legal, and sociological concepts to the management of sport.
Understand and demonstrate how at least one area of the social and behavioral sciences conceptualizes diversity and the ways it shapes human experience.	Demonstrate an appreciation of diversity using unbiased language and an inclusive approach to sport communication.
Integrate knowledge of at least one area of the social and behavioral sciences into issues of personal or public importance.	Examine various controversial aspects of the sport management field and explain the importance of a professional perspective.
Communicate effectively using the language and terminology germane to at least one area of the social and behavioral sciences.	Develop critical thinking skills and effectively communicate as a sport management professional within various sport sectors.

SOCIAL AND BEHAVIORAL SCIENCES COLONNADE ARTIFACT
Colonnade courses will be assessed at the end of each semester using an "Artifact" (an assignment) to ensure that students enrolled in the courses are learning what the learning outcomes say they should learn (the E-SB CLOs are listed above in the table). For this course, the Artifact is a case study reflection. Students will learn about various sport management industry issues and trends throughout the semester that directly apply to how sport plays a foundational role in our human experiences from a social and behavioral perspective. Instructions for the Case Study Reflection, and a detailed rubric, are included at the end of this syllabus.

KENTUCKY GRADUATE PROFILE ACADEMY COMPETENCIES
As part of a CPE initiative, WKU is participating in the Kentucky Graduate Profile Academy which has identified 10 competencies that all Kentucky college graduates should have. This Colonnade course (Explorations – Social and Behavioral Sciences) offers students a chance to develop the following competencies:
1. Communicate effectively.
2. Interact effectively with people from diverse backgrounds.
3. Exhibit professionalism on the job.
4. Apply learning to chosen career.
5. Use information for decision making.

REQUIRED TEXT:
Pedersen, P.M., & Thibault, L. (Eds.). (2022). Contemporary Sport Management (7th ed.). Champaign, IL: Human Kinetics.

COURSE OUTLINE:
1. Managing Sport
   - Developing a Professional Perspective
   - Managing and Leading in Sport Organizations
   - Sociological Aspects of Sport Management
   - Sport Management Research
   - Issues and Trends in Sport Management
   - Ethical Considerations in Sport Management

2. Sport Management Sites
   - Managing Sport Participation Across the Life Span
   - Interscholastic Athletics
   - Intercollegiate Athletics
   - Professional Sport
   - International Sport Management
   - Emerging Developments in Sport Management

3. Sport Management Functions
   - Sport Marketing
   - Sport Sales and Consumer Behavior
   - Analytics in the Sport Industry
   - Communication in the Sport Industry
   - Finance and Economics in the Sport Industry
   - Sport Facility and Event Management
   - Legal Considerations in Sport Management

COURSE POLICIES:
Content here to be determined by instructor

COVID-19:
Updated Policy (if applicable) to be placed here by the instructor

TITLE IX MISCONDUCT/ASSAULT STATEMENT:
Updated Policy to be placed here by the instructor

OTHER STUFF:
Academic Integrity: Students who commit any act of academic dishonesty may receive from the instructor a failing grade... in a course without possibility of withdrawal. The faculty member may also present the case to the Office of Student Life for disciplinary sanctions." Students who are unfamiliar with the University's policy on plagiarism should consult the most recent edition of the Western Kentucky University Student Handbook. Students uncertain regarding what actions constitute plagiarism should consult the instructor: Student handbook

Special Accommodations: In compliance with University policy, students with disabilities who require academic and/or auxiliary accommodations for this course must contact the Student Accessibility Resource Center located in Downing Student Union, 1074. SARC can be reached by phone number at 270-745-5004 [270-745-3030 TTY] or via email at sarc.connect@wku.edu. Please do not request accommodations directly from the professor or instructor without a faculty notification letter (FNL) from The Student Accessibility Resource Center.

The instructor reserves the right to make necessary changes to the syllabus, course schedule, and learning activities during the course. Students will be notified in advance of any such changes.

#NCAAInclusion: Using Social Media to Engage NCAA Student-Athletes in Strategic Efforts to Promote Diversity and Inclusion

Kluch, Y. & Wilson, A. (2020). #NCAAInclusion: Using social media to engage NCAA student-athletes in strategic efforts to promote diversity and inclusion. *Case Studies in Sport Management*, 9. S35-S43.

INTRODUCTION:
Sport has a profound impact on the social and behavioral sciences; as humans, we are social creatures with a strong need to belong to a group and be included in activities on various levels. The sport industry plays a large role in many individuals' socialization, sense of belonging, and contribution to the greater community. Sport, as an industry, has been used as a platform for social and political issues, charitable causes, deliberative dialog, and many other social and behavioral aspects.

As stated in the course syllabus:
The sport industry is an ever-evolving field of study with a diverse landscape of career and management opportunities. This course serves as an introduction to the field of sport management, offering diverse information pertaining to the history and foundations of sport management, the differing levels of sport (e.g., youth, recreation, amateur and professional), the various sport industry segments, international sport, and current ethical and social issues in sport. This course will also cover principles and objectives within the sport management profession, sport delivery systems, the study of sport as a microcosm of society, and career options within sport organizations.

By completing this Case Study Reflection, you will be able to demonstrate how you can:
1. Demonstrate knowledge of at least one area of the social and behavioral sciences, or
2. Apply knowledge, theories, and research methods, including ethical conduct, to analyze problems pertinent to at least one area of the social and behavioral sciences, or
3. Understand and demonstrate how at least one area of the social and behavioral sciences conceptualizes diversity and the ways it shapes human experience, or
4. Integrate knowledge of at least one area of the social and behavioral sciences into issues of personal or public importance, or
5. Communicate effectively using the language and terminology germane to at least one area of the social and behavioral sciences.

INTRUCTION:
You will read and analyze a case study provided in class that serves as an example of the challenges sport industry professionals face every day. You will be asked to reflect and respond to the questions to demonstrate your ability to connect theory and practice.

After carefully reading the case study, *#NCAAInclusion: Using Social Media to Engage NCAA Student-Athletes in Strategic Efforts to Promote Diversity and Inclusion,* you will be asked to respond, with substance, to each of the questions below.

1. Based on the information presented in the case study, would you consider the campaign as a success or as an example of *slacktivism*? (SB CLO #1)
   a. If you view the campaign as successful, what aspects of the campaign make it a success? What would you respond to someone who might argue that the campaign is an example of slacktivism?
   b. If you view the campaign as unsuccessful, what aspects of the campaign make it unsuccessful in your eyes? Why could the campaign be viewed as an example of slacktivism?

2. Research *one* of the different types of institutions that make up the NCAA (public, private, faith-based, historically Black college and universities, etc.). How do you think each of these types of institution engaged their student-athletes in the campaign? What are some unique challenges and opportunities for these different types of institutions? Explain. (SB CLO #2)
3. Using the NCAA Demographics Database that is referenced throughout the case study, look at some of the demographics statistics across the different sports sponsored by the NCAA. What trends do you notice regarding gender and racial demographics across sports? What sports are racially most diverse? What sports lack racial diversity? Why do you think this is the case? What are some of the socio-cultural factors that affect the racial diversity of a sport? (SB CLOs #3 and #4)
4. What are the unique strengths of the social media platforms mentioned in the case study when it comes to engaging campaign participants? How would you have leveraged the unique strengths of Twitter, Instagram, and Facebook to increase participation in the campaign? How can social media platforms not mentioned in the case study be used to engage student-athletes in the campaign (e.g., Snapchat, TikTok, LinkedIn, etc.)? (SB CLO #5)

The paper must be in APA 7 format, typed, doubled-spaced, in Times New Roman, 12pt font. This case study assignment is designed for deep reflection to demonstrate what you have learned in this course as you apply it to real situations in the sport industry. I expect this deep, personal reflection to show careful thought and maximum effort. All references should be included at the end of the assignment on a separate page. A cover page is not necessary. This Case Study Reflection is worth 100 points. Please refer to the rubric below for specific information on how this reflection will be assessed:

ITEMS	Exceeding (22 points)	Meeting (12 points)	Approaching (5 points)	Beginning (0 points)
Q1 (22 points)	Effectively communicates and articulates the failure or success of the campaign and provides sufficient reflection that demonstrates understanding of the discipline.	Attempts to articulate the failure or success of the campaign and gives general examples that show understanding of the discipline.	Recognizes that the campaign was a success or failure but does not clearly articulate examples that demonstrate knowledge of the discipline.	Does not clearly articulate if the campaign was a success or failure and does not give examples that demonstrate knowledge of the discipline.
Q2 (22 points)	Effectively demonstrates and articulates knowledge of unique challenges and opportunities for the selected institution.	Attempts to articulate challenges and opportunities for the selected institution.	Recognizes challenges and opportunities for selected institution.	Does not clearly articulate challenges and opportunities for the selected institution.
Q3 (22 points)	Effectively recognizes and communicates socio-cultural factors that affect the racial diversity of sport and succeeds in applying these factors to social or cultural problems.	Effectively recognizes and communicates socio-cultural factors that affect the racial diversity of sport and attempts to connect these factors to a larger social or cultural problem.	Recognizes socio-cultural factors that affect the racial diversity of sport.	Does not clearly identify socio-cultural factors that affect the racial diversity of sport.
Q4 (22 points)	Effectively explains how social media platforms could impact social change and activism by providing at least two examples of how to engage student-athletes in social change and sufficiently articulates	Effectively explains how social media platforms could impact social change and activism by providing at least two examples of how to engage student-athletes in social change.	Attempts to explain how social media platforms could impact social change and activism.	Does not attempt to explain how social media platforms impact social change and activism.

	the impact this change could have on larger social and cultural problems.			
Grammar/ Spelling/ Formatting (12 points)	There are no errors and the formatting is correct (APA 7th Ed.; 12 points).	There are few errors and the formatting is correct (APA 7th Ed.; 8 points).	There are errors but it is clear the student proofread the assignment before submitting it (4 points).	It is not clear if the student proofread the assignment before submitting (0 points)

For assistance on formatting using APA style, please visit the Owl Purdue website.