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American Public University System
American Military University | American Public University

SPMT200

Course Summary

Course : SPMT200 **Title :** Foundations of Sports Management **Length of Course :** 8 **Faculty :**
Prerequisites : N/A **Credit Hours :** 3

Description

Course Description:

Sports management is evolving at a rapid pace. This course provides an overview of the sports industry and teaches the basics of sport management to future sport managers. Students will explore the sports industry in different segments that will help guide them to what area of expertise they might choose as a career path. Topics will include ethics, finances, high school and youth sports, marketing and legal issues. This course also examines specific industries involving management such as the fitness industry, facility management, sporting goods, and event management.

Course Scope:

This course in Sport Management Foundations will focus on management, marketing, financial, legal and ethical principles of sport management. Amateur, collegiate, high school, youth, international, and professional sports will be examined in their entirety along with sport licensing and career opportunities in sport management.

Objectives

After successfully completing this course, students will fulfill the following Course Objectives (C.O.):

CO1: Demonstrate best practices associated with motivating employees and managing change in the sports management workplace.

CO2: Expound sport marketing mix concepts and principles applicable to managing mega-sporting events.

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CO3: Develop policies and a code of ethics for parents of a recreational youth athletic association.

CO4: Critically evaluate trends facing the sports industry.

CO5: Explain the essential responsibilities and functions associated with managing sporting events.

CO6: Analyze contemporary marketing and promotion strategies used in professional sports.

CO7: Appraise challenges facing sport managers today in the sports industry.

Outline

Week 1: History of Sports Management and Marketing Principles

Course Objectives

CO1: Demonstrate best practices associated with motivating employees and managing change in the sports management workplace.

Readings

THIS CLASS DOES NOT HAVE A TEXTBOOK. This class uses Open Educational Resources (OERs) rather than a textbook. Each week in the Lessons tab you will have different readings/videos that you will read/watch to learn the weekly material. Students are encouraged to augment assignments and forums with outside readings of their interest.

Assignments

Week 1 Discussion

Week 2: Financial, Legal and Ethical Principles

Course Objectives

CO2: Expound sport marketing mix concepts and principles applicable to managing mega-sporting events.

Readings

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Assignments

Week 2 Discussion

Week 2 Assignment

Week 3: High School, Youth, Collegiate, and International Sports

Course Objectives

CO3: Develop policies and a code of ethics for parents of a recreational youth athletic association.

Readings

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Assignments

Week 3 Discussion

Week 4: Professional Sports and Sports Agencies

Course Objectives

CO4: Critically evaluate trends facing the sports industry.

Readings

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Assignments

Week 4 Discussion

Week 4 Assignment

Week 5: Facility and Event Management

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Course Objectives

CO5: Explain the essential responsibilities and functions associated with managing sporting events.

Readings

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Assignments

Week 5 Assignment

Week 6: Sports Sponsorship, Sales, Communication, and Broadcasting

Course Objectives

CO6: Analyze contemporary marketing and promotion strategies used in professional sports.

Readings

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Assignments

Week 6 Discussion

Peregrine Assessment

Week 7: New Media and Sports Licensed Products

Course Objectives

CO7: Appraise challenges facing sport managers today in the sports industry.

Readings

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Assignments

Week 7 Assignment

Week 8: Strategies for Career Success

Course Objectives

CO7: Appraise challenges facing sport managers today in the sports industry.

Readings

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rather than a textbook. Each week in the Lessons tab you will have different readings/videos that you will read/watch to learn the weekly material. Students are encouraged to augment assignments and forums with outside readings of their interest.

Assignments

Week 8

Discussion

Evaluation

Grading:

Name	Grade %
Discussions	30.00 %
Week 1: Introductions and the Manager's Role in Employee Motivation	5.00 %
Week 2: Generating Revenue	5.00 %
Week 3: Youth Sports Participation	5.00 %
Week 4: Being the National Football League (NFL) Commissioner For a Day	5.00 %

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Week 6: Marketing in Sports Management 5.00 %

Week 8: Strategies for Career Success 5.00 %

Assignments 45.00 %

Week 2 Assignment: Ethical Principles 15.00 %

Week 4 Assignment: Customer Satisfaction Survey 15.00 %

Week 5 Assignment: Mini Essay - Critical Event Management Functions 15.00 %

Peregrine Assessment 5.00 %

Week 6 Assignment: Peregrine Assessment 5.00 %

Term Paper 20.00 %

Week 7 Assignment: Challenges in Functional Areas Applied to Sports Management 20.00 %

Materials

Book Title: Various resources from the APUS Library & the Open Web are used. Please visit <http://apus.libguides.com/er.php> to locate the course eReserve.

Author: No Author Specified

Publication Info:

ISBN: N/A

Required Readings:

See Course Outline

Additional Resources:

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There may be other materials, including websites outside the classroom, assigned by the Instructor during the course.

Websites:

In addition to the required course texts the following public domain websites are useful. Please abide by the APUS academic honesty policy when using Internet sources as well. Note website addresses are subject to change.

Site Name	Website URL/Address
The OWL at Purdue	http://owl.english.purdue.edu/
APA Style	Homepage
http://www.apastyle.org/index.aspx	North American Society
http://www.nassm.org/	for Sport Management

Course Guidelines

COURSE DELIVERY METHOD

This course is delivered via distance learning, enabling students to complete academic work in a flexible manner, completely online. Course materials and access to an online learning management system will be made available to each student.

Please note that everything is based on Eastern Time (ET). Many of you are located in other time zones. The clock at the top of the main classroom page is set to ET. Please use this as your guide.

WRITING AND FORMATTING EXPECTATIONS

Students will follow the APA Style Manual, 7th Edition as the sole citation and reference style used in all work submitted as part of coursework to the University. Any references used to complete assignments must be identified with properly formatted text citations and a reference page regardless of submission format (Word, PowerPoint, etc.).

APA formatting requires assignments to be submitted in a font and page set-up that is readable and neat. It is recommended that students try to adhere to a consistent format, which is described below.

- Typewritten in double-spaced format with a readable style and font and submitted inside the electronic classroom (unless classroom access is not possible and other arrangements have been approved by the professor).
- 12-point font size and Times New Roman style is preferred.
- Page margins (top, bottom, left and right) should be 1 inch, with reasonable accommodation made for special situations and online submission variances.

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WEEKLY DISCUSSIONS

In all discussions, students are required to submit one initial post by Wednesday at 11:55 pm ET and a minimum of two replies to classmates by Sunday at 11:55 pm ET. For Week 1 only, initial posts should be at least 250 words for undergraduate students, (300 for graduate students), original in content, and demonstrate a thorough analysis of the topic. Replies should be informative, and contribute to advancing knowledge of the topic.

Participation in a Week 1 discussion serves as a student's official entry into a course and requires special attention. Students must complete the Week 1 discussion no later than Sunday at 11:55 pm ET in order to maintain registration in the course.

Discussion Interaction Guidelines

Online universities promote the advancement of knowledge through positive and constructive debate, both inside and outside the classroom. Discussions on the Internet, however, occasionally can degenerate into needless insults and other unproductive conversation. Such activity and the loss of good manners are not acceptable in a university setting; basic academic rules of good behavior and proper "netiquette" must persist. Remember that you are in a place for the fun and excitement of learning that does not include personal attacks or attempts to intimidate or stifle the discussion of others. Despite the best of intentions, jokes and, especially satire, can easily get lost or become unintentionally offensive. If you feel the need for humor, you may wish to add "emoticons" to help alert your readers.

COURSE ANNOUNCEMENTS

Instructors typically post announcements throughout a course to communication information in regard to changes in due dates, clarifications on assignments, additional resources for lessons, etc. It is the responsibility of each student to review announcements on a regular basis to stay informed on any course updates.

ASSIGNMENT AND DISCUSSION DUE DATES AND LATE WORK

Students are expected to submit assignments and discussions by the due dates listed in the classroom. Late assignments may not be accepted after the course end date. Submitting an assignment late may result in a penalty of up to 10% of the grade per day late, not to exceed a maximum of 50% (5 days late). The amount of the penalty is at the faculty member's discretion. Faculty recognize that students have limited time, and may be more flexible if potential delays are communicated ahead of time.

DISCLAIMER STATEMENT

Course content may vary from the content outline to meet the needs of this particular group.

University Policies

[Student Handbook](#)

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