

UNIVERSITY OF MIAMI
DEPARTMENT OF KINESIOLOGY AND SPORT SCIENCE

DESIGNATION:

Department and Number	KIN 490
Title	Careers in Sports

PREREQUISITES:

None

BULLETIN DESCRIPTION:

Basic overview of careers in the sports industry

FACULTY MEMBER:

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COURSE OBJECTIVES:

Upon completion of this course students are expected to successfully:

- Ø Display an understanding of the history and development of Sport Administration Programs
- Ø Demonstrate an understanding of sport organizations and the sport industry.
- Ø Develop and incorporate a personal philosophy regarding the role of an administrator in sport.
- Ø Display an understanding of the planning, budgeting, organizing, and evaluation processes utilized in sport organizations.
- Ø Demonstrate an understanding of organizational and managerial foundations of sport management.
- Ø Develop an understanding of various career options in the industry.
- Ø Develop an understanding corporate sponsorship principles utilized by sport organizations.
- Ø Demonstrate an understanding of internal and external communication practices employed by sport organizations.
- Ø Demonstrate an understanding of sport marketing, event management and consumer behavior practices relevant to sport organizations.
- Ø Develop an understanding of the various governing bodies within the sport industry.

COURSE CONTENT:

<u>Module</u>	<u>Topic</u>
Module I	Introduction to the Sport Industry Managing Sport
Module II	Developing a Professional Perspective of Sports Networking & Interview Skills
Module III	Sports Management Internships
Module IV	Interscholastic Athletics
Module V	Intercollegiate Athletics
Module VI	Sport Marketing
Module VII	Professional Sport
Module VIII	Corporate Sponsorship & Sales

Spring 2015 Module Schedule

<u>Module</u> <u>11:59PM)</u>	<u>Start (Available)</u>	<u>Assignment/Quiz</u>	<u>Due Dates (by</u>
Module I	1/11/16	Discussion Board Who Am I? Discussion Board What is a Sports Fan? Discussion Board Responses to Classmates Assignment SBJ Review	1/15/16 1/17/16 1/22/16 1/24/16
Module II	1/25/16	Discussion Board Professionals in the Industry Discussion Board Response to Classmates Assignment SBJ Review Quiz	1/31/16 2/5/16 2/7/16 2/7/16
Module III	2/8/16	Discussion Board Self-Evaluation Discussion Board Response to Classmates Assignment SBJ Review	2/14/16 2/19/16 2/21/16
Module IV	2/22/16	Discussion Board Media Impact Discussion Board Response to Classmates Assignment SBJ Review Quiz	2/28/16 3/4/16 3/6/16 3/6/16
Module V	3/7/16	Discussion Board Pay for Play Assignment Video Review Discussion Board Response to Classmates Assignment SBJ Review	3/13/16 3/13/16 3/18/16 3/20/16

Spring 2015 Module Schedule (cont.)

<u>Module</u> <u>11:59PM)</u>	<u>Start (Available)</u>	<u>Assignment/Quiz</u>	<u>Due Dates (by</u>
Module VI	3/21/16	Discussion Board Salary Caps	3/27/16
		Discussion Board Response to Classmates	4/1/16
		Assignment SBJ Review	4/3/16
		Quiz	4/3/16
Module VII	4/4/16	Discussion Board NFL Commercials	4/10/16
		Discussion Board Response to Classmates	4/15/16
		Assignment SBJ Review	4/17/16
		Quiz	4/17/16
Module VIII	4/18/16	Discussion Board MLB Scenario	4/24/16
		Discussion Board Response to Classmates	4/29/16
		Assignment SBJ Review	5/1/16

This schedule is tentative and can be changed at the discretion of the instructor. Students will be notified in advance of any changes to the course schedule.

COURSE REQUIREMENTS: The following assignments will be used to assess the student's academic standing in KIN 490. Each assignment must be turned in at the designated due date. **Late assignments will not be accepted for credit.** Failure to submit work by the due dates will result in a **ZERO** on the assignment.

Quizzes

4 x 10 pts

Each student will complete four quizzes in selected modules this semester. The format for each quiz includes multiple choice and true or false questions.

Discussion Board Posts

8 x 10 pts

All students are to submit a discussion board post for each module. These class discussions are important for developing an interactive learning community and a successful online course. The instructor will post discussion topics and monitor the discussion forums. Your grade will be determined by the quality (critical thinking, understanding of material, thoughtful reflection) of your posts.

Discussion Board Responses

8 x 10 pts

Each student must respond to at least two other classmates discussion board posts with thoughtful and insightful comments.

Sports Business Journal Assignments

8 x 10 pts

Students must write a review each module on a current topic in the sports industry utilizing *Sports Business Journal*. Details of the assignment are outlined in each module.

Video Assignment

20 pts

Module V contains a video (*Schooled: The Price of College Sports*) specifically related to the material covered in the topic of Intercollegiate Athletics. Details of the assignment are outlined in Module V.

PLAGIARISM of any kind in this course will result in a ZERO for the plagiarized assignment and may be subject to a hearing in front of the University of Miami Honor Council, where punishment can include expulsion from the University.

METHODS OF EVALUATION

Assignment	Points Possible	Points Earned
QUIZZES	40	
DISCUSSION BOARD POSTS	80	
DISCUSSION BOARD RESPONSES	80	
SBJ ASSIGNMENTS	80	
VIDEO ASSIGNMENT	20	
Total	300	

Grading Standards

A+ = 100-98	A = 97-94%	A- = 93-91%
B+ = 90-88%	B = 87-84%	B- = 83-81%
C+ = 80-78%	C = 77-74%	C- = 73-70%
D = 69-60%	F = 59% and below	

TEXT AND REQUIRED MATERIALS

Pedersen, P.M., Thibault, L. (2014). *Contemporary Sport Management* (5th ed.). Champaign, IL: Human Kinetics.

Gillentine, A., Crow, R.B. (2015). *Foundations of Sport Management* (3rd ed.). Morgantown, WV: FIT Publishing.

Masteralexis, L.P., Barr, C.A., Hums, M.A. (2015). *Principles and Practice of Sport Management* (5th ed.). Burlington, MA: Jones & Bartlett Learning

Street and Smith's *Sports Business Journal*

Street and Smith's *SportsBusiness Journal*

I chose this resource because of it's focus on the business aspect of the industry. Every issue focuses on current topics that are relevant to sports professionals. This is a primary resource for those that work in sports. We will reference this Journal for future assignments in the course. You will need to purchase the 16 week subscription (details on how to subscribe below)

Here is the info for the SBJ subscription:

The link for students to subscribe is: www.sbicollege.com/subscribe. From there students will select UM and KIN 490 from the drop-down menu. If you don't use the link above and just try to enroll through the general SBJ site you won't have access to the discounted rate of \$70 for 16 weeks. Students will have the option to purchase SBJ as a hard copy or digital version. International students will only be able to choose the digital version.

DATE OF SYLLABUS

January 11, 2016