

**MGMT 4743.503: Advanced Sports Management  
Spring 2016: March 7<sup>th</sup>- April 28<sup>th</sup>**

**INSTRUCTOR:** Dr. Bryan Finch  
**OFFICE:** BUS 301  
**Office Hours:** by appointment  
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**REQUIRED MATERIALS**

1- *Ice to the Eskimos: How to Market a Product Nobody Wants;*  
 Book author- Jon Spoelstra, 1997.

**COURSE OVERVIEW**

This course will provide the student with an opportunity to gain further knowledge about the sports industry. More importantly, the student will develop problem solving, critical thinking, and strategic management skills using cases, examples, and discussions from the wide world of sports.

Course Objective	Program Learning Goal
Students should be able to recognize ethics issues in the sports industry and offer reasonable solutions or strategies for addressing the issues.	<ul style="list-style-type: none"> <li>• Ethics</li> <li>• Critical Thinking</li> </ul>
Students should be able to orally present and defend their ideas in an organized and professional manner.	<ul style="list-style-type: none"> <li>• Business Knowledge &amp; Competency</li> <li>• Written and verbal communication</li> </ul>
Students should be able to work in teams to complete project assignments and determine solutions to sports business issues.	<ul style="list-style-type: none"> <li>• Teamwork</li> </ul>

**Grading**

Grading Scale: (rounded up from 0.5)

90 and above = A  
 80-89 = B  
 70-79 = C  
 60-69 = D  
 59 and below = F

Required assignments: points available

Special project (KC)=	20
Special project (OKC)=	20
Individual paper=	10
Test 1=	25
<u>FINAL EXAM=</u>	<u>25</u>
<b>Total points=</b>	<b>100</b>

**Lectures and Class Schedule** \*(may change at instructor's discretion)

- 1- Syllabus
- 2- KC Chiefs project
- 3- OKC Thunder project
- 4- Terrorism/security
- 5- Entrepreneurship
- 6- Public Relations
- 7- Civic pride and sports

**Guest speakers:**

- 8- Adam Rumsey, MidFirst Bank (formerly)- sports marketing
- 9- Curt Waugh, San Diego Padres, Director of Sales
- 10- Berry Tramel, The Daily Oklahoman sports journalist
- 11- Katie Nicholas, Tulsa Sports Commission
- 12- Kip Racy, Cowboy Sports Properties/Learfield Sports
- 13- Dr. Jordan Bass, University of Kansas professor
- 14- Jesse Martin, OSU Athletics- Assistant AD
- 15- Craig Clemons, OSU Athletics (formerly)- Assoc. AD
- 16- Brian Byrnes, OKC Thunder VP

**\*Test #1**- Live with me on campus- Thursday, April 7th,  
5:30pm- CLB 101  
or Via proctor on April 6, 7, 8th

**\*KC Chiefs project**- Monday, April 11th, 11:59pm, on D2L

**\*OKC Thunder project and \*Spoelstra paper-**  
Monday, April 25th, 11:59pm on D2L

**\*Final exam**- (posted April 27th)- DUE April 28th, 11:59pm,  
on D2L

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**Special projects: OKC Thunder (20), KC Chiefs (20)**- Each student will prepare a Powerpoint presentation with notes and load it onto D2L. These projects are based on the actual research questions that the Kansas City Chiefs and Oklahoma City Thunder have provided my class in Stillwater with over the past several years. Details for each project are posted on the NEWS section of D2L.

**PAPER: (10)**

Using Spoelstra's book, take 3 ideas he presented and apply it to one sports team/event of your choice (the same team for all 3 ideas). Focus on the details of how you could implement the ideas, not just reviewing the Spoelstra ideas! Make sure the ideas you chose from Spoelstra are clear! 6-9 pages, typed, double-spaced, Times New Roman 12 pt font. Show me that you understand Spoelstra's ideas, and then apply it with reasoning to a team/event.

**TEST #1 (25)**

Test #1 will be a multiple choice, 50 question exam, covering the entire course material. Questions will be derived from class lectures and readings and any other material posted on D2L. Some stellar individual student projects may be posted on D2L and be included in the test material.

To take exam #1, you have a few options:

1- You can take it live, in person, with me, if you are in Stillwater. See schedule for times, dates, location on campus. If you take it live with me it will be a paper exam so you will need to bring a green scantron and #2 pencil. I offer this option only as a convenience- it is absolutely NOT required to be on campus for the exam!

2- You can take it at a proctor site. This can be on campus in Stillwater, Tulsa, OKC, or almost anywhere in the USA. We have agreements with many test centers and other colleges. The proctored exams will be on a computer. You will need to fill out a student form and test form online here- <https://spears.okstate.edu/distance/forms/studentform/>

Make sure to be aware of any test center fees (\$) that often apply for their service.

Test centers: Stillwater, OK- Wes Watkins Center (405) 744-6390

Tulsa, OK- OSU Tulsa testing center; (918) 594-8232

Also OSU OKC, and University Testing and Assessment available.

3- If you are outside of the USA, another option is ProctorU. This is a web-monitoring company that will watch you take the exam on your computer. If you need this option, let me know and we'll get you the information to set it up!

For more information about the testing and proctoring procedure, contact the Distance Learning office at (405) 744-4019 and see

<http://spears.okstate.edu/distance/guide/procedures/>

**FINAL EXAM: (25)**

The final exam is an open-note essay exam. It will contain one or two essay questions with instructions for how to best provide a written response. The questions will usually be multi-faceted and test your general understanding of major course themes.

For the final exam, I will post the essay questions on the news section of D2L. You will post your essay responses on the dropbox by the due date and time listed on D2L and this syllabus.

#### Class Policy for Late Work

All late assignments and exams lose a letter grade per 24-hour period following the due date, unless the instructor has granted prior approval for late submission of an assignment. Approval for late submissions must be obtained from the instructor in advance, or be based on a documented medical emergency.

#### Class Policy for Original Work

All work must be entirely each student's own work and original for this course. Work prepared for other courses or use of material obtained for this course from other students, past or present, is expressly prohibited and can result in a grade of 0 for an assignment and/or course failure. For any reason, a student's paper or other written assignments may be checked for plagiarism.

For more details on OSU academic policies, see:

<http://academicaffairs.okstate.edu/faculty-a-staff>

#### Academic Integrity

Oklahoma State University is committed to the maintenance of the highest standards of integrity and ethical conduct of its members. This level of ethical behavior and integrity will be maintained in this course. Participating in a behavior that violates academic integrity (e.g., unauthorized collaboration, plagiarism, multiple submissions, cheating on examinations, fabricating information, helping another person cheat, unauthorized advance access to examinations, altering or destroying the work of others, and fraudulently altering academic records) will result in your being sanctioned. Violations may subject you to disciplinary action including the following: receiving a failing grade on an assignment, examination or course, receiving a notation of a violation of academic integrity on your transcript (F!), and being suspended from the University. You have the right to appeal the charge. Contact the Office of Academic Affairs, 101 Whitehurst, 405-744-5627, [academicintegrity.okstate.edu](http://academicintegrity.okstate.edu).

#### Accessibility

Any student in this course who has a disability that may prevent him or her from fully demonstrating his or her abilities should contact the instructor as soon as possible, so we can discuss accommodations necessary to ensure full participation and facilitate your educational opportunity. For more information about OSU Student Disability Services, please go to: <http://www.okstate.edu/ucs/stdis/>