

Strategic Sports Management (graduate)
MGMT 5843 Spring 2018
Feb 5 – March 30
Spears School of Business
Oklahoma State University

Instructor:

Dr. Bryan Finch, Clinical Professor of Management; Director Sports Management Institute

Contact Information:

Office: BUS 301

Email: bryan.finch@okstate.edu

Phone: 744-8652

Office Hours: Business 301, Tuesdays, 10:30 am-noon (available in person, and by phone); I will respond to student inquiries within 24 hours. Students will expect grades for assignments to be posted to the Gradebook in Brightspace within one week of turning in the assignment.

Course Site: (Brightspace): <http://online.okstate.edu>

Online Learning Support: spearsonline@okstate.edu

Phone: 405-744-4048

Facebook: Follow Spears School Online Learning on Facebook!

<https://www.facebook.com/Spearsonline>

Overview of the Course

This course focuses on two main areas of the sports industry in greater detail than MGMT 3943. The two areas of concentration are: financing and revenue generation, and strategic management issues. Using the Financing Sport textbook, we will cover a broad range of financial and revenue challenges facing decision-makers in sports. These themes will be re-iterated in other lecture topics/case studies. Secondly, we will look at wide range of sports cases and subjects that deal with various strategic planning and management issues. These topics will include brand management in collegiate sports, the role of collegiate athletics in higher education in the United States, brand management in sports merchandising and entertainment, stadium financing and politics, franchise movement, legal cases, biographical stories, and the role of sports and tourism.

Course Goals

Students will gain a greater understanding of the challenges and issues involving strategic management and planning in the sports industry, as well as develop a broader knowledge of financing and revenue generation in sports and closely related fields and companies.

| Course Objective | Program Learning Goal |
|--|--|
| Students should be able to discuss the challenges and strategies involved in financing sports endeavors and building and maintaining revenue. | <ul style="list-style-type: none"> • Business Knowledge & Competency |
| Students should be able to evaluate strategic management issues in sports, from public relations to brand management to franchise re-location. | <ul style="list-style-type: none"> • Business Knowledge & Competency |
| Students should be able to analyze trends and future directions in finance and revenue generation in sports and sporting events. | <ul style="list-style-type: none"> • Business Knowledge & Competency • Critical Thinking |

Texts and Supplementary Materials

Required Text

#1- *Football U: Spectator Sports in the Life of the American University*. (2003). Toma, J. Douglas. ISBN: 0-472-11299-6

Computer Requirements

- A broadband internet connection
- Windows 7 or Mac OS Mavericks or newer operating system are preferred
- [Google Chrome](#) or [Mozilla Firefox](#) web browser (click on links to download)
Note: lecture videos are **not** compatible with Internet Explorer or Edge.
- [VLC Viewer](#) video player (click on link to download)

Grading Policy

The grades in this class break down as follows:

| | |
|-------------------|-----------|
| Market analysis | 20 |
| Biography paper | 10 |
| Test 1 | 35 |
| <u>Final exam</u> | <u>35</u> |
| Total Points | 100 |

Letter grades will be assigned according to the standard scale.

| | |
|-----------|-----|
| 90-100% | = A |
| 80-89% | = B |
| 70-79% | = C |
| 60-69% | = D |
| Below 60% | = F |

Description of Course Requirements

Lectures

Students are expected to view all lectures for the course. Lectures will be augmented with video and news clips as well as media articles and other materials. Extra links or materials will be posted on Brightspace under the news tab. Please contact me via email if a link is dead or if a file isn't working, etc.

Games/Interactive materials

There are four interactive games or animations included in this course. You will have to watch or complete each one before you can move on and watch the following lectures.

1- Stadium tour animation: this animation takes you through a virtual stadium to reinforce the revenue streams discussed in the lectures (follows lecture #4).

2- Relocation game: in this interactive game, you will click on the appropriate helmet or logo and slide them to their 'new' location (follows lecture #11)

3- Conference realignment animation: this animation provides a visual illustration of the changes and growth of the various NCAA conferences discussed in lecture (follows lecture #17)

4- Geography quiz: this ungraded quiz asks you to match the sporting event/team with the correct location as discussed in lecture (follows lecture # 26)

Exams

There are 2 exams for this course (all 50 questions). Here are your exam options.

You can take at a testing center with a proctor. This can be administered at any approved testing center in your area. The proctored exams will be online via Brightspace. Or you can set it up through ProctorU.

ACTION prior to or within the first week of class, go to the Spears School of Business Online Learning website to choose a proctor at: spearsonline.okstate.edu, and click on "Select Proctor" at the top right of the page. Follow the instructions to identify your proctor site. Up to one week before each exam start date, make your appointment directly with your testing center to take each exam. The exam and/or exam instructions will be sent to your proctor site 3 days prior to the exam start date. Contact the Spears School Online Learning office at spearsonline@okstate.edu, or call (405) 744-4048 if you have any questions regarding the proctoring process. You may also visit <http://spears.okstate.edu/online/guide>.

Test #1- 50 multiple choice/matching questions covering the first half of the class topics (see schedule for exact break point).

Final exam- 50 multiple choice/matching questions. The final will be comprehensive but will have more questions on it from the 2nd half of class than the first half. It will include the Toma book.

Market Analysis (30% of your grade- do it well!)

This assignment will be an in-depth review of the spectator sports industry and marketplace in a city of your choice (pending my approval). You cannot choose a city that we directly discuss in the class (OKC, Tulsa, Dallas, NYC, San Francisco, Minneapolis, Washington DC, Phoenix, Honolulu). The work must be original (not a copy of a report from a previous class, especially one of mine).

*You will develop your report using Powerpoint.

*You will need to gather information from several sources, including internet news reports, official team web pages, printed newspaper and magazine articles, and books. Do not cite Wikipedia! Make sure you have legitimate sources from several formats (not just team blogs and web pages).

*Deliverables: 1-Powerpoint slides (13-18 slides); 2-Word file with notes and references. You will need to post these materials by the due date (see schedule). You can include your notes on the Powerpoint notes pages below each slide if you so desire, rather than posting as a separate Word file.

Sport market analysis report sections:

- 1- Geographical information (relevant city history, population changes, media outlets- TV and radio)
- 2- Sports analysis (review area sports franchises/teams/events, list in order of popularity/following- college and professional)
- 3- Financial analysis (review stadium/field situations, financing issues, economic outlook for community and sports teams)
- 4- Political marketplace (discuss local and state politicians and/or groups that support or resist tax plans/stadium development/franchise movement/marketing, etc)
- 5- Outlook (What are the major decisions facing the city/fans/leaders/teams? What is your predicted outcome/s based on your review? Are other opportunities available?)

For example, if you were going to analyze Oklahoma City for this project, you would include:

- 1- *OKC history, population changes (slow, steady growth), Oklahoman, News 9, Sports Animal, etc*
- 2- *OKC Thunder, OU and OSU sports/football, Redhawks, OKC Memorial Marathon*
- 3- *OKC Arena naming rights issue (Ford Center), oil and gas sector impacts on state and OKC economy, NCAA continuing to use OKC for events (softball, baseball, basketball)*
- 4- *Mayoral and gubernatorial support, MAPS tax review, Bricktown development*
- 5- *Outlook- honeymoon effect for Thunder? Minor league teams? Other franchises or events that might fit in OKC?*

Paper:

For this graduate section, you are required to complete a research paper. The paper will

include your review and analysis of an important sports figure. The paper should review the following:

- I. Biography/life of the person
- II. Your perspective on the impact of the person on the sport they are/were involved with (positive, negative or both)
- III. Lessons that can be learned from studying this person and their impact

The paper must be 6-8 pages, typed, Times New Roman font size 12, double spaced, and put in the Brightspace dropbox. It is due at the same time as the project. For the paper, you will also need to include multiple sources showing where you gained your information (these should include a variety of locations, not just a single web page or blog, for example. Books, newspapers, magazines, or other edited work should be included and sourced. The people may or may not be living, and do not have to be athletes: they may be someone who impacted sports in another way. Some examples might include: Roone Aldridge (ABC sports broadcaster who invented Monday Night Football and changed sports TV forever), James Naismith (father of basketball), Tiger Woods, Phil Knight (of Nike fame), etc.

Make-up Policy

Students are expected to take each exam on the date given and submit the assignment in a timely manner. If for any reason a student cannot attend an exam or submit an assignment, he or she must notify the instructor prior to the examination. 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.

University Policy

More information about university policy can be found at this website:

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

Drop Policy

Information about university drop policy and dates is at this website:

<http://registrar.okstate.edu/>

To drop this course, contact the Registrar's office, (405) 744-6876, or drop through Banner Self Service, <http://my.okstate.edu>

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.

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/>

Schedule

| Course Topics | Due (date) |
|---|--|
| 1- Introduction 2- The Sports Matrix 3- Finance and Revenue I 4- Finance and Revenue II *Stadium virtual tour animation 5- Stadium Financing: Minnesota and San Francisco 6- Stadium Financing: Dallas and New York 7- Stadium Financing: Chicago Cubs 8- Stadium Financing: St. Louis Ballpark Village 9- Franchise Movement: Seattle to OKC 10- Franchise Movement: Tale of 3 Cities 11- Franchise Movement: New York to California *Relocation game 12- Branding: Miami, Duke, Notre Dame 13- Branding: Gonzaga, Boise State 14- Sports Business: EA Sports, Nike 15- Sports Business: ESPN, Gatorade 16- Sports Business: Under Armour | <u>Test #1:</u> On campus: NRC 102, Thursday, Feb 22nd., 6:30pm- 8:00pm Or At test proctor or ProctorU Feb 22 or 23rd |
| 17- College Realignment *Conference realignment animation 18- Football U 19- Sports biographies: OJ, Reggie, Thorpe 20- Sports biographies: Johnson, Jackie, Williams 21- Sports Fitness 22- Sports and TV 23- Steroids 24- Sport Tourism: Phoenix 25- Sport Tourism: Washington DC 26- Sport Tourism: Hawaii *Geography quiz (ungraded) 27- MLS 28- Analytics 29- Careers in Sports 30- Research Part I 31- Research: Boston 32- Review (+ Textbook: Football U, Toma) | * Project & paper due on dropbox (11:59 pm, <u>Tuesday,</u> <u>March 27th!</u> *<u>Final exam (comprehensive)-</u> On campus: NRC 102, Thursday, March 29th, 6:30pm-8:00pm. Or At test proctor or ProctorU March 29th or 30th |