



**KIN 152: Theory of Sport and Fitness Management - 3 credits**

**Tuesday/Thursday 1:30-2:45pm, SPX 163**

**Instructor: Dr. Cole Armstrong**

**Office: 113 SPX**

**Office hours: By appointment**

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**Course Description:**

This course will provide students with a general understanding of the Sport Management field. Through the course students will learn about the breadth of the sport/fitness industry, the different areas which comprise the industry, and prospective employment opportunities in Sport Management.

**Course Objectives:**

Upon completion of the course students will be able to:

- Demonstrate an understanding of sport management related theory and discuss the nature and scope of scholarship in sport management and the sport industry.
- Exhibit critical professional skills and attitudes from both an academic and practical sport management perspective.
- Critically evaluate major challenges confronting various segments of the industry.
- Explain the relevance of ethical, legal, and sociological concepts to the management of sport.
- Identify a variety of career opportunities in the sport industry.

**REQUIRED TEXTS**

The following text is required for this course:

Pedersen, P.M. & Thibault, L. (Eds.). (2014). *Contemporary sport management (5th ed.)*. Champaign, IL: Human Kinetics.

**SYLLABUS CHANGE POLICY**

Except for changes that substantially affect implementation of the evaluation (grading) statement, this syllabus is a guide for the course and is subject to change with advance notice.

**TEACHING STRATEGIES**

The course will be delivered via lecture with PowerPoint slides. Class discussions (both in class and via Blackboard) linked to relevant topics may be used to enhance lectures.

## Tentative Course Schedule

Wk	Date	Topic	Reading	Assignment/Notes
1	8/20/15	Course Introduction		
2	8/25/15	Managing Sport	Ch. 1	
	8/27/15	Developing a Professional Perspective	Ch. 2	
3	9/1/15	Historical Aspects of the Sport Business Industry	Ch. 3	
	9/3/15	Management Concepts and Practice in Sport Organizations	Ch. 4	
4	9/8/15	Managing and Leading in Sport Organizations	Ch. 5	
	9/10/15	<b>Exam 1</b>		<b>Exam 1</b>
5	9/15/15	Community and Youth Sport	Ch. 6	
	9/17/15	Interscholastic Athletics	Ch. 7	
6	9/22/15	Intercollegiate Athletics	Ch. 8	
	9/24/15	Community and Youth Sport	Ch. 6	Critique Due
7	9/29/15	Professional Sport	Ch. 9	
	10/1/15	Sport Management and Marketing Agencies	Ch. 10	
8	10/6/15	Sport Tourism	Ch. 11	
	10/8/15	<b>Exam 2</b>		<b>Exam 2</b>
9	10/13/15	Sport Marketing	Ch. 12	
	10/15/15	Sport Consumer Behavior	Ch. 13	Sport Event Audit Due
10	10/20/15	Communication in the Sport Industry	Ch. 14	
	10/22/15	Finance and Economics in the Sport Industry	Ch. 15	
11	10/27/15	SMA Conference		
	10/29/15	SMA Conference		
12	11/3/15	Sport Facility and Event Management	Ch. 16	
	11/5/15	Legal Considerations in Sport Management	Ch. 17	
13	11/10/15	Sociological Aspects of Sport	Ch. 18	
	11/12/15	<b>Exam 3</b>		<b>Exam 3</b>
14	11/17/15	Debate		Debate
	11/19/15	Debate		Debate
15	11/24/15	Thanksgiving		
	11/26/15	Thanksgiving		
16	12/1/15	Debate		Debate
	12/3/15	Future of Sport Management		
	12/8/15	Future of Sport Management		
	12/10/15-12/16/15	<b>Exam 4</b>		

### **EXPECTATIONS**

#### ***Attendance***

- Class begins at 1:30pm every Tuesday and Thursday (unless noted otherwise). You are expected to arrive to class on time.
- A student may be excused from a particular class provided they have the appropriate documentation. Accommodations for these excused absences will be made and will do so in a way that does not penalize students who have a valid excuse. Consideration will also be given to students whose dependent children experience serious illness. The instructor must be notified of excused absences within two weeks of the class in question.
- The student is responsible for all material on days absent. The instructor must be given a class excuse form for all university excused absences. Any family emergencies must be documented with a funeral notice, doctor's excuse, etc.

- **University Attendance Policy:** Excused absences include documented illness, deaths in the immediate family and other documented crises, call to active military duty or jury duty, religious holy days, and official University activities. These absences will be accommodated in a way that does not arbitrarily penalize students who have a valid excuse. Consideration will also be given to students whose dependent children experience serious illness.

### ***Sexual Harassment Policy***

- Sexual harassment is a form of discrimination based on a person's gender. Sexual harassment is contrary to the University's values and moral standards, which recognize the dignity and worth of each person, as well as a violation of federal and state laws and University rules and policies.

### ***Assignments/Exams***

- All assignments are due on time. Late Assignments will not be accepted.
- Any presentation or test missed that is not due to a university excused absence will not be allowed to be made up.

### **GRADING/EVALUATION**

≥ 97 points: A+

93-96.9: A                      77-79.99: C+

90-92.99: A-                    73-76.99: C

87-89.99: B+                  70-72.99: C-

83-86.99: B                    65-69.99: D+

80-82.99: B-                  ≤65: F

Grades will not be rounded up, and no extra credit will be available unless specifically stated by the instructor. No student requests for extra credit assignments will be entertained.

- **Attendance:** Students are permitted 2 unexcused absences. For each subsequent unexcused absence past the 2 allowed absences, students will lose one percentage point from their overall grade (e.g., upon incurring the 3<sup>rd</sup> unexcused absence, your grade will decline to 1 point, then 2 points, etc.).
- **Exams (45 points):** Four exams will be given over the course of the semester. All exams will be administered in class (closed book). The exams will consist of a mix of multiple choice, true/false, and short answer questions. The lowest exam score will be dropped. The resulting three exam scores are 15 points each comprising 45 points of your final grade.
- **Sport Event Audits (20 Points):** The sport event audit project involves identifying two sporting events. One event will be a male sporting event and the other a female sporting event. They can be SJSU athletic events as well as another university, high school, or professional sport. Each student will complete an audit of each event that documents his/her efforts to describe the event from a consumer perspective, and overall impressions of the event. Compare and contrast the difference in the men's and women's event from a management viewpoint. Additional instructions will be provided in class and on the course website.

- **Sport Media and Culture Critique (15 Points):** This assignment requires you to think critically about the intersection of sport and media in American society, and its location to marketing, advertising, and communications. The first part of your assignment is to watch one Professional Sport Event being broadcast on TV. As you watch, take careful note of the advertising campaigns (brands, target audience, etc.) and promotional themes/messages (e.g., economic, patriotic, nationalistic, gendered, racialized, etc.) deployed throughout the course of the broadcast by both advertisers and commentators alike.  
The second part of your assignment is to write a minimum 750-word review of the broadcast as a whole that synthesizes your observations in a scholarly way. In other words, do not simply summarize what you watched; rather, critically discuss the various campaigns, messages, and themes against the backdrop of a nationally televised sporting event.
- **Debate (15 points):** Each student will participate in one debate on a controversial issue in current sports field. The debate will include two groups, one pro and one con. The debate will be graded on the following: thorough research, accurate references, anticipation and challenge of the opposite side of the issue, presentation style and persuasiveness.

Debate Format

Pro Side	Con Side
2 minutes – Opening statement	2 minutes – Opening statement
2 minutes – 1st point	2 minutes – 1st point
2 minutes – 2nd point	2 minutes – 2nd point
3 Minutes: Open Debate	
2 minutes – Closing statement	2 minutes – Closing statement

Document Requirements: Provide the class with a one-page handout. Provide the instructor with an outline of the resources used, identification of major stakeholders, main points to be made & anticipated opponent points to be rebutted.

- **Quizzes (5 points):** 1 point quizzes will be given throughout the semester. Quizzes may occur during any class.

### Campus Resources

- **Writing Center.** The SJSU Writing Center, <http://www.sjsu.edu/writingcenter/> is located in Suite 126 in Clark Hall. It is staffed by professional instructors and upper-division or graduate-level writing specialists from each of the seven SJSU colleges. Writing specialists are available to assist all students at all levels within all disciplines to become better writers.
- **Student Success Center.** The Student Success Center, <http://www.sjsu.edu/casa/ssc/> in the College of Applied Sciences and Arts (CASA) provides advising for undergraduate students majoring or wanting to major in programs offered in CASA Departments and Schools. Services include general education advising, help with changing majors, academic policy-related questions, meeting with peer advisors, presentations, and workshops. It's also a great place to study. Laptops also available for check out. Location: MH 533.
- **Counseling Services.** The SJSU Counseling Services, <http://www.sjsu.edu/counseling> is located on the corner of 7th Street and San Fernando Street, in Room 201, Administration

Building. Professional psychologists, social workers, and counselors are available to provide consultations on issues of student mental health, campus climate or psychological and academic issues on an individual, couple, or group basis.

### University Policies

- **Dropping and Adding:** Students are responsible for understanding the policies and procedures about add/drop, grade forgiveness, etc. Refer to the current semester's Catalog in the policies section at <http://info.sjsu.edu/static/catalog/policies.html>. Add/drop deadlines can be found on the current academic year calendars document at [http://www.sjsu.edu/provost/services/academic\\_calendars/](http://www.sjsu.edu/provost/services/academic_calendars/). The late drop policy is available at <http://www.sjsu.edu/aars/policies/latedrops/policy/>. Students should be aware of the current deadlines and penalties for dropping classes.
- **Academic Integrity:** Your commitment as a student to learning is evidenced by your enrollment at San Jose State University. The University's Academic Integrity policy at <http://www.sjsu.edu/senate/S07-2.htm>, requires you to be honest in all your academic course work. Faculty members are required to report all infractions to the office of Student Conduct and Ethical Development. The Student Conduct and Ethical Development website at <http://www.sjsu.edu/studentconduct/>. Instances of academic dishonesty will not be tolerated. Cheating on exams or plagiarism (presenting the work of another as your own, or the use of another person's ideas without giving proper credit) will result in a failing grade and sanctions by the University. For this class, all assignments are to be completed by the individual student unless otherwise specified. If you would like to include your assignment or any material you have submitted, or plan to submit for another class, please note that SJSU's Academic Integrity policy at <http://www.sjsu.edu/senate/S07-2.htm> requires approval of instructors.
- **Campus Policy in Compliance with ADA:** If you need course adaptations or accommodations because of a disability, or if you need to make special arrangements in case the building must be evacuated, please make an appointment with me as soon as possible, or see me during office hours. [Presidential Directive 97-03](http://www.sjsu.edu/president/docs/directives/PD_1997-03.pdf) at [http://www.sjsu.edu/president/docs/directives/PD\\_1997-03.pdf](http://www.sjsu.edu/president/docs/directives/PD_1997-03.pdf) requires that students with disabilities requesting accommodations must register with the [Accessible Education Center \(AEC\)](http://www.sjsu.edu/aec/) at <http://www.sjsu.edu/aec/> to establish a record of their disability.
- **Accommodation to Students' Religious Holidays:** San José State University shall provide accommodation on any graded class work or activities for students wishing to observe religious holidays when such observances require students to be absent from class. It is the responsibility of the student to inform the instructor, in writing, about such holidays before the add deadline at the start of each semester. If such holidays occur before the add deadline, the student must notify the instructor, in writing, at least three days before the date that he/she will be absent. It is the responsibility of the instructor to make every reasonable effort to honor the student request without penalty, and of the student to make up the work missed. See University Policy S14-7 at <http://www.sjsu.edu/senate/docs/S14-7.pdf>.